

# PRINTERS' INK

*Registered U. S. Patent Office*

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VOL. CLVII

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No. 12

## Copy Writer Learns as He Grows

Once Boiling with Positive Ideas as to How Advertising Should Be Built,  
He Now Sees All Themes Have Merit

By Charles P. Pelham

Vice-President, Fuller & Smith & Ross, Inc.

"THINK of it! I've been writing copy a whole year now and not once have I been allowed to write my way. How do they expect to get new ideas? All that copy chief knows is 'we must be practical, we must be practical.'"

"He's as serious as a sermon. Somebody ought to tell him people aren't that way any more. Mother, Home and Heaven are passé. This is 1924. People want kick. Thrill 'em! Tickle 'em. Make 'em laugh."

"That's the trouble with advertising. Too serious! Needs the light touch. Crack a joke. Put the name on every tongue. That's all that's necessary. Be funny. Be light. You've got to get attention. Facts bore. Wreath the old message in smiles."

"If you want to make 'em spend, first you've got to make 'em laugh."

\* \* \*

### The boy grew older.

"What dull stuff. Won't he ever see the light? Spending money is serious business. You can't kid the public into parting with its pocket-book. This is 1926—and he's not Barnum."

"Who ever got a laugh and a million out of a man at the same time? Somebody ought to show him the comic strips. That's where the funnies belong—not in advertising. If you want to sell 'em, woo 'em—woo them gently. People want romance. Weave a charming

story. Perfumed nights. Make it beautiful. Make it lovely."

"That's the trouble with advertising. Too frivolous! It needs the warm, human touch. Pictures of beautiful women. Copy that reads like life. Make it tell a story, a fascinating, moving story. Heart throbs! That's it. What makes us do what we do? *Emotions!* Then why not play on their emotions? Indeed, why not? Sweep them, thrill them, woo them!"

"To make them spend make their hearts beat."

\* \* \*

### The boy grew older.

"Deliver me from such tripe! Slush, slush, slush. Advertising is up to its neck in it. Pretty pictures, pretty words, pretty people. The only thing that's missing is the music. Doesn't he know it's passé? Can't somebody tell him canoes were made for necking—not advertising?"

"Who wants to wade through a thousand words of honey to find Slickem Shoe Polish costs 10 cents a can? Nobody! Who uses 'Slickem'? That's the big thing. If it's good for Rockefeller it's good enough for me."

"That's the trouble with advertising. All heart throbs! No proof. All claims. No evidence. Get the proof. Get the biggest and the best on your side. Then see what happens. Who's the best known man in the country today? Sure, Coolidge. What shoe paste does he use? 'Slickem'! You can't get



Blank &amp; Stoller

Charles P. Pelham

around that. That's advertising—1928 advertising.

"To make them spend give them a testimonial. That's what advertising needs."

\* \* \*

#### The boy grew older.

"Believe it? Of course they don't believe it. It's the worst thing that ever happened to advertising. Testimonials for this. Testimonials for that. Ask your friends. Ask anybody. Just say you're an advertising man and watch 'em laugh.

"Oh, so you're in the bunk business, eh? How do you get people to tell such lies? You must pay 'em a lot. Looks like you fellows would wake up. This is 1930. You aren't kidding anybody with all those fake testimonials."

"That's the trouble with advertising. Who cares what the Countess Nabisco prefers—what the Duke of Dum wears? What's that got to do with you and me? They're rich anyhow and most people are poor.

"Bargains—that's what everybody wants all the time. That's it—price appeal. Was so much. Now only four ninety-five. Look at your department stores. No testimonials for them. Price in large letters. Special price. Low price. Half price. Why? Because it brings in the business.

"That's what advertising needs.

Practical, hard-hitting copy. Copy that sells—copy that cuts the purse strings with a price appeal dollars can't resist.

"To make them spend give 'em a bargain. That's what advertising needs."

\* \* \*

#### The boy grew MUCH older.

"Yes, you young men are right—times do change and we advertising men must keep abreast of them in our copy appeals. Of course, we older men haven't altogether lost sight of that either.

"In fact, it hasn't been so very long since I was young—and, I must admit, boiling with positive ideas and strong convictions that advertising should be written this way or that.

"Humor in advertising has its good points and the emotional appeal certainly has its place. Even the good old-fashioned 'bolts-and-nuts' method has saved many a campaign. Testimonials have sold a lot of goods in the past—and will in the future. So has style. So has price.

"But as I grow older one fact becomes pretty clear. All copy appeals have some merit. The art lies in knowing which one to use and how to use it."

\* \* \*

#### Little Pink Pills for Everybody's Ills?

What a delightfully simple word this would be for butchers, bakers and advertising makers if they were *one* right way to advertising everything—a cure-all copy formula that would work equal wonders for horseshoes, hot dogs, high hats or *hors d'œuvres*.

Castor oil has a fairly universal touch, but it won't cure the mumps or athlete's foot. The Twentieth Century is a perfect train if you have a conference in Chicago tomorrow, but of little use to a Long Island potato planter who wants to get a carload of spuds to Boston.

You could think up equally good similes faster than they could be written down.

And yet—in hundreds of offices tomorrow, otherwise perfectly s

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# 'twas the night Before Christmas



THIS is a peep into the private affairs of the Geyers—*mère, père, et fils*. Notice the wig-wagging taking place behind *père* Geyer's back.

This conniving has been going on in the Geyer home for the past three weeks. First *père* and Harold, about what to get *mère*. Then *mère* and Harold, about what to get *père*. And of course "dad and mom," about what to get Harold—with plenty of help from *him* at breakfast, dinner, and supper!

"Mom has her heart set on one of these new Air-Master radios," he told his father. (The Air-Master will be in Mom's stocking Christmas morning!)

"Dad has a yen for a set of Sockem matched golf clubs," he told his mother. (Santa will deliver the Sockems!)

Christmas comes only once a year in the Geyer home, but from January to December Harold is suggesting some new gadget or service that sooner or later puts in its appearance.

If you want to interest families in your product, first interest the *Harolds*. 700,000 of them read *THE AMERICAN BOY*, nearly 80% of high-school age and over. Feeling the importance of the growing man in them; exercising the prerogatives of the still extant boy. Meet these fellows, on the pages of the one magazine devoted entirely to them. March forms close January 10th.

The YOUTH'S COMPANION  
Founded 1827  
**The American Boy**  
Detroit Michigan

sible business men will say to each other or to their advertising counsel:

"Have you heard the Ajax Company's clever mystery program on the radio? Let's try out radio this year. We should be able to get up a corking mystery program on our Century-Mark caskets."

"What we need is a catchy word in our advertising that will scare people into using Gold Digger Brand Tooth Picks. You know—something like halitosis."

"We like the picture, but you'll have to cut out most of the copy. Shirt ads have to be short. And anyhow, people don't read now-a-days, you know! Look at Wrigley—he built his business with short copy."

And so on. . . .

The point of these observations is obvious enough, namely, that the little pink pill which cured Mother Benton may prove utterly useless to old man Smithers.

Radio is a wonderful advertising medium for popularizing and even selling products, but President Aylesworth of N. B. C. would be the last person to advise it as the advertising cure-all.

Lambert put an incisive edge on

every piece of Listerine copy with halitosis. It worked not only because it was new and adequately advertised, but also because *it had point in relation to his product*. But when a food manufacturer starts advertising "Palatosis," then, as Ballyhoo says, "Lord-Help-Us."

And the same applies to all grasshopper advertising campaigns which, insect like, leap all over the front yard looking for a blade of grass greener than the one they are sitting on.

Formulas are convenient and sometimes they are even impressive (to immature advertisers), but if there were a proven formula for every ill of *every person*, doctors would never write another prescription. It is the idiosyncracies of the individual which insure the very future of the medical profession.

So long as we vary widely as individuals, and illnesses vary in their effect upon us, we shall have doctors to diagnose *our* case and determine the right prescription for *us*.

The right advertising prescription for your company may be humor. It may be testimonials, long copy or short—"high class" words or dance-hall jargon. It may be price appeal or trick words, but whatever it is, it should not be a formula. . . . For little pink pills won't cure everybody's ills.

## Good-Will Has Cash Value Here

By Howard Coonley

President, Walworth Company

THE item of good-will shown on the Walworth balance sheet [at \$425,909.94] consists entirely of good-will for which we have paid cash.

In other words, where we have purchased a going concern and in the purchase price have included a cash consideration for good-will, this has been set up as an asset on our balance sheet. We have kept this good-will paid for in cash without increase or reduction, this being the recommendation of our auditors, Lybrand, Ross Bros. and Montgomery. In other words, we

have used no other measure of determining its actual value.

We have never placed a cash value on trade-marks, advertising, etc., although these have undoubtedly contributed to our profit.

No stockholder has ever questioned our practice.

I believe that if our company were to be merged, the good-will shown in our balance sheet would be continued at its present value.

Although I agree that good-will is a tremendously valuable asset, I do not see how its actual value can be definitely determined in dollars.



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# Doing Things First

No. 3

## Buying Guide to Furnishings

Starting in HOUSE BEAUTIFUL for January, 1932, the Buying Guide to New Home Furnishings will run as five full text pages in the body of the magazine.

The Window Shopping Department of HOUSE BEAUTIFUL was the first shopping service organized for readers of any American magazine. What it has meant to advertisers of gifts and accessories, the Buying Guide to New Home Furnishings will mean to major merchandise like furniture, draperies, rugs, upholstery and wallpaper.

Thus again HOUSE BEAUTIFUL takes the lead in developing a readers' service that will make money for alert advertisers. When you buy space in HOUSE BEAUTIFUL, you buy wide distribution of copies to people of proved wealth and responsiveness. And you buy more. You buy the kind of publishing brains that lead in the development of sane, helpful services to you.

# House Beautiful

200 Fifth Avenue, New York

8 ARLINGTON STREET . . . . . BOSTON  
CHICAGO      LOS ANGELES      SAN FRANCISCO

Member of the National Shelter Group



*Without your help  
she hasn't even a  
fighting chance*

THE CHILD ABOVE needs your help. She is one of many sick children whose chance for health depends on free medical care.

\$1 will help.

\$1,000 will help one thousand times as much.

The money being raised for free hospital care by the advertising and publishing interests is growing, but more is needed.

The fifty-five hospitals partici-

pating in the United Hospital Fund are guardians of the health of New York City and its children.

These hospitals get no help from funds raised for other work such as unemployment.

...

*Will you turn the Sick away?*

Your contribution may save the health and happiness of an individual, a family or even a community.

Send contributions to **THE UNITED HOSPITAL FUND**

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H. H. Co

R. P. Co

W. P. Co

Frederick

Stuart D

L. B. Du

David G

Frank H

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J. K. Fra

L. H. Fro

H. S. Ga

Joseph A

George E

John H. I

Winthrop

William K

Osborn,

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Arthur K

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# The Advertising and Publishing Fund for Free Hospital Care needs from \$1 to \$1,000 from YOU

## Advertising and Publishing Committee for United Hospital Fund

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A. Cook, *Topics Publishing Co.*  
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 F. T. Hopkins, *National Outdoor Advertising Bureau*

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CORNELIUS KELLY, *Chairman*  
*Kelly-Smith Co.*

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HOSPITAL FUND • Care of Stanley Resor, 420 Lexington Avenue, New York City



## Grape-Nuts—Corona—Gorham

How a Successful Merchandising Idea for Cereal and Typewriters Was Adapted to Silverware

THE Gorham Company, to enhance the effectiveness of its promotion for a 1932 silverware pattern, changed a wooden buffet chest into a leather week-end bag. This case, which proved most popular, came into being—indirectly—because of a cereal package change. It is a far cry from Grape-Nuts to sterling silver, but the story of Gorham's package change shows how alert minds adapt to their individual needs ideas that first seem far afield.

About a year ago Gordon Laurence, advertising manager of L. C. Smith & Corona Typewriters, related in a *PRINTERS' INK* article the experiences of his company in designing a new combination carry-case and overnight bag for portable machines. Leafing over the pages of *PRINTERS' INK* MONTHLY for new merchandising ideas, one of the officials had seen a story about a new Grape-Nuts package and a resultant increase in sales.

"But we have no package," was this man's first thought. Then,

coming back to the Grape-Nuts story, he decided that portable typewriters did have a package—but a very old one. The net of the decision was a quick shift in merchandising plans which featured a new package in the form of an overnight bag, brought out in time to increase Christmas sales.

Meanwhile, the Gorham Company was extensively promoting a new pattern of flat sterling silverware, called the Hunt Club. Up to July, 1930, no such elaborate material for the dealer in the way of window and counter displays, had ever accompanied a Gorham pattern. Magazine and newspaper advertising also helped to make for an enthusiastic reception for this new Hunt Club merchandise, and approximately 500 jewelry stores featured the hand-decorated screen backgrounds of black on silver with hunters' pink ground drapes.

"For this pattern," says Paul Donelan, advertising manager, "our company provided a chest with an imported hunting print inside the



## Largest Sales Day in Milwaukee History

**M**ILWAUKEE DAY, a city-wide merchandising event on December 2, broke all sales records for a single day in Milwaukee. Retail business for the day was estimated at more than \$3,500,000. And one of the reasons for this tremendous volume was the use of more than 100,000 lines of local advertising in The Milwaukee Journal on the preceding day.

Here is a convincing demonstration of what advertising will do right now in Milwaukee. Evidence, too, that Milwaukee has plenty of spendable cash and is ready to spend it when properly approached with advertising.

Your schedule in The Milwaukee Journal reaches practically all the financially able homes—more than 80% of the buying power—in Greater Milwaukee.

**THE MILWAUKEE JOURNAL**  
*First by Merit*

cover of the outside box. The inner tray, a separate, finished sectional piece, fitted properly into the home buffet drawer. But the recipient could use the outside box for sewing materials, poker chips, bridge accessories, or for cigarettes and tobacco. In a poor sales year, this silverware in its double-use container sold exceptionally well in units of seventy-six pieces at \$227.

"A year later, our 1932 pattern made its premiere. This was called the Shamrock V and dedicated to Sir Thomas Lipton. With this new design we decided to carry the buffet chest idea further."

It was at this point that the Grape-Nuts package, via the Corona package adaptation, entered the picture. For the idea of a general utility bag was as applicable to silverware, Gorham believed, as it was to a typewriter.

"We decided, therefore," says Mr. Donelan, "to put the complete inner tray into a leather bag which not only would be a carrying case

for the silver but which also would be an appropriate companion piece for the finest of luggage. When not used for the silver, therefore, our outside case could be used as a traveling bag. Always available for such purposes as carrying the sterling ware, which originally came in it, to the bank vault for summer storage, this leather bag at other times could carry clothes for overnight visits.

"To promote the new pattern with this modern double-duty container, we designed a special window display along the successful lines of the previous year's Hunt Club display. Ship silhouettes of Shamrock V were used on gold backgrounds, and plates for the ship showing five views from stem to stern were made from an exact scaled replica of Lipton's yacht.

"The complete unit was enthusiastically received, and sales to date indicate that the new merchandise will far out-do our first Hunt Club pattern."

## If English Limps, Let It Limp

*Editor of PRINTERS' INK:* I should like to thank Amos Bradbury for his "Who Wrote It?", in *PRINTERS' INK* of November 26.

My preceptor in advertising was John E. Powers, who wrote the Murphy Varnish page Mr. Bradbury cited as appearing in *Harper's* of July, 1896. When Mr. Bradbury says, "Sometimes the English wasn't entirely correct," it recalls one of Mr. Powers' admonitions to me on copy writing. Said he: "It doesn't matter if your English limps here and there; get your idea across!"

Arthur Freeman states the same thing, but more tersely: "It's not the wagon, but the load you have to deliver."

That is why a few of us copy writers (who have paid many advertising space bills ourselves) have been a bit rebellious against the Harvard Awards which were based upon everything except monetary returns:

I agree with Ruskin, that "industry without art is brutality," but the "art" in industry comes after the mechanical accomplishment. Not unlike that old slogan of a face powder maker, which read: "We couldn't improve the powder, so we've improved the box." But the first objective of any advertisement is results of effort, not results of effect.

I recall the times when Charles Austin Bates ran a criticism department in *PRINTERS' INK*. When an advertisement was submitted to him, and he was asked his opinion of it, he invariably inquired: "Did it pull?" If the answer was at all favorable, Bates' reply was: "Then it is a good advertisement."

The "returns" yardstick is the only measure of an advertisement's excellence, for advertising is pure investment, and an investment is more than a mere piece of beautifully steel-engraved parchment.

GRIDLEY ADAMS.

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advertising



**H**ere's a Sunday newspaper that covers a city, a small town and a rural market. The Des Moines Sunday Register has a circulation of 214,459 (A. B. C.) . . . 99% in the Iowa-Des Moines market. Substantial coverage in all principal trading areas. Helpful merchandising service.

**Page in 4 colors - - \$1250**  
(only 11% more than the cost of a page in news sections)  
**Half page, 4 colors - - \$675**  
**Strip—7 col. x 30 lines**  
**4 colors - - - - - \$275**

*We can produce your plates at a reasonable cost*

**Color any way you want it!**

**One color and black in daily or Sunday news sections**  
**. . . four colors in Sunday comic and feature sections**  
**. . . color rotogravure in Sunday issue (pages only).**

**Ask** I. A. Klein, Inc., 50 E. 42nd Street, New York  
Guy S. Osborn, Inc., 360 N. Michigan Ave., Chicago  
Jos. E. Scolaro, General Motors Bldg., Detroit

**The Des Moines Sunday Register**

*"The Sunday Newspaper all Iowa Depends Upon"*



# Benjamin Franklin on BACON and EGGS



"YOU can't make any money playing solitaire" . . . "When it hears the call of the wild, business runs the other way" . . . "The more the merrier" . . . and last, but not least, that little gem of common sense which Benjamin Franklin always meant to write but never got around to: "If you want to sell a lot

of bacon and eggs, find out there's the most eating going" (*Excerpts from Poor Ric Almanac—1932 Edition*)

Years ago, in Philadelphia was once a man named B. Franklin. He wore butter-knee pants, a ready smile, buckles on his shoes. Inci-

*Concentrate with*

## THE CHICAGO ILLINOIS

THE QUALITY QUANTITY CO. EVENING

National Advertising Representatives A. Mc

Copyright, 1931, The Chicago Daily News, Inc.

CHICAGO  
Palmolive Building

PHILADELPHIA  
Record Bldg.

DETROIT  
New City Bldg.

a whale of a lot of horse and although, in those days, it have much to work with aged to get a lot done. For he got money out of men—a feat that has never duplicated. He helped write constitution of the United States beautiful piece of literature. jobs he jotted down some little sayings—and the world its watch by them. Another was pretty good at was the on business, and when he ly to name a certain very lication, which he founded, e reason or other he didn't The Saturday MORNING and that wasn't an accident,

dering how alert he was, how brain and how far-reaching ination, if Benjamin Frank- alive today he'd probably e "ad" business. And what when it came to making up Man, oh man! For example ational advertiser is anxious up Chicago and is ready to e works—Benjamin Franklin t the head of the table, a in his mouth and a twinkle e. Somebody has propped of charts that look like half at tubes or Pittsburgh smoke ll to the accompaniment of "Coverage" . . . "Circulation" . . . until e old man gets restless. you can sell bacon and itably only where there's

a lot of eating going on. Profit implies people and purses. Chicago, you say? Well, I for one refuse to believe that this city is bounded on the east by the rising sun and on the west by crack of doom. You fellows ought to know the difference between a city and a cow pasture! MEASURE IT! Keep on going until you come to the waste-line—and then STOP—on the other side is Scatterville."

Benjamin Franklin is gone, but his wisdom still lingers. Common sense still has a place in business—and picking out a newspaper is purely a matter of common sense.

What could be sounder, for example, than picking out the newspaper which most thoroughly covers the market you want to reach—with the least WASTE?

In Chicago that paper is  
—THE CHICAGO DAILY NEWS.

### Where Circulation Dovetails with Buying Power

Match the latest A. B. C. report of The Chicago Daily News with the U. S. 1930 census report and you find that:

—96% of the circulation of The Chicago Daily News is concentrated in the official A. B. C. 40-mile trading area.

—85% of the trading area population and 96% of The Chicago Daily News trading area circulation are concentrated in Cook County.

—86% of the population of Cook County and 92% of The Chicago Daily News Cook County circulation are concentrated in Chicago.

*This is the most highly concentrated large circulation—not only in Chicago—but in America.*

## CAGILY NEWS

NTITY CO EVENING CIRCULATION

ng Represent: A. McDEVITT CO.

DET: CISCQ  
New C: Bldg.

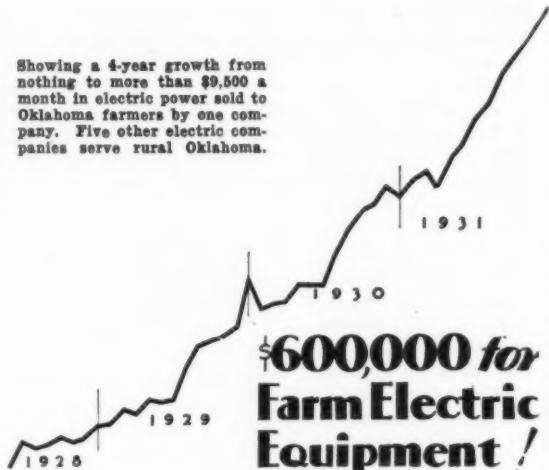
NEW YORK  
165 Broadway

Financial Advertising Offices

CHICAGO  
29 S. LaSalle Street

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THOUSANDS OF DOLLARS PER MONTH

Showing a 4-year growth from nothing to more than \$9,500 a month in electric power sold to Oklahoma farmers by one company. Five other electric companies serve rural Oklahoma.



## \$600,000 for Farm Electric Equipment!

Since 1928, electric service involving more than \$600,000 worth of equipment has been extended to Oklahoma farmers by one company.

Even in "slack" times hundreds of rural families have bought electric washers, refrigerators, stoves and other devices.

These folks are among the 205,023 who follow The Oklahoma Farmer-Stockman.

**THE OKLAHOMA FARMER-STOCKMAN**  
OKLAHOMA CITY OKLAHOMA

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ec. 17, 1931

# Turning a Deficit into a Profit

Williams Oil-O-Matic Heating Corporation Believes in "A Deep Cut for a Sore Finger," Applied Judiciously

By Roy Dickinson

THE current financial statement of the Williams Oil-O-Matic Heating Corporation of Bloomington, Ill., for the fiscal year ending October 31 shows a net profit of \$15,651.47. Last year it showed a loss of \$321,178.55. The fact that it made a clean-cut advance of almost \$337,000 in recovery is interesting, not because it is from the Williams company, but as illustrating certain principles.

C. U. Williams, president of the corporation, believes in "a deep cut for a sore finger."

"This change might well be termed modern, painless business surgery," he says. "Painless because it has involved no hardship to our factory or sales personnel unless possibly it might be construed as a hardship to insist upon real efficiency being attained and sustained in every department."

### How Can Others Use "Painless Surgery"?

What is there in this painless surgery as operated by Williams which offers a suggestion to business men in other lines of industry? In the first place, a new product, Hushed Heat, was worked out. In June of this year the engineering department turned over to the sales department a new and lower priced machine. Features which had been proved out in the past were simplified in the new product. Production waste was eliminated, raw materials were bought at lower prices and the new model was ready for sale at much lower retail prices.

Here, point one, a new leader without any drastic changes which had to be explained, proved an advantage. Not having to learn about complicated new features meant that every ounce of energy around the place could be directed toward mapping out a sales program designed to produce immedi-

ate business. Therefore it might be said: "when you add a new product don't make it too strange."

The next step was a careful study of the sales records of the previous model. It was then learned that 78 per cent of all the company's business came from the activities of dealers in fourteen States. It was accordingly decided that the general sales manager, the sales engineer and the advertising

More than ever...  
**dominant!**

WILLIAMS OIL-O-MATIC  
with  
**HUSHED  
HEAT!**

Do you realize how small an investment it takes to enjoy maximum relief—  
just without work or worry? If you do, we believe you'll thank us later before buying your first order of fuel to find an old-fashioned heating system.

Oil-O-Matic is installed right in your present furnace or boiler. No matter how big your home is, there's an Oil-O-Matic to heat it perfectly... and now there's a new Oil-O-Matic which will be a pain on how that it helps in every home, however small.

Investment? It only takes a "Yankee" call to get a free expert investigation of your heating plant, and an exact quotation of cost and terms. Very little down, very little per month, and you can join the world-wide Oil-O-Matic Club—Largest. Many homes are heated by Oil-O-Matic Heat for one dollar or less—many of them by the first Oil-O-Matic heat, more than a dozen years ago. There's always a reason for this fact! Telephone today!

NEW LOW PRICE!  
**\$0.00**

Complete complete with tank  
Delivered same to door

**HUSHED HEAT**

**WILLIAMS  
OIL-O-MATIC  
HEATING**

Look to Williams for Installation, Lubrication

### DEALERS' NAMES

For Introduction of the New Model a "Key City" Newspaper Campaign Was Adopted

manager should make contact with these dealers and present the new program.

A branch manager, whose extensive work with retail selling fitted him to discuss the new sales manual, was also included in the party.

The company thought it was logical to assume, on the basis of previous business, that once the story was put across to those particular dealers, 78 per cent of the selling on the new model would be done. After the decision to take the new program on the new model out into the field, into the dealers' own territories, to those dealers who had shown they were able to sell the greatest volume, the question came up as to what to talk about at the regional meetings and what would be the best method of presentation.

The process here was to resell each retailer on the value of his franchise and the sales possibilities of his local market. To do this a large portfolio was prepared covering the various points of the new program step by step. The page size of the portfolio, 28 x 38 inches, was large enough for display purposes in presenting the story to groups attending regional meetings. The story followed a definite continuity in which each step dovetailed with the entire program. The sales manager handled that section which showed local sales possibilities. The advertising manager explained every phase of the new advertising including why the dominating theme of Hushed Heat was selected. The engineer spoke on the value of the new model; the branch manager took the group through an actual retail presentation, using the new sales manual as his guide.

#### **Facts Presented at Regional Meetings**

After selling anew the value of the franchise, further facts were presented in the regional meetings which showed where oil burners were being sold, to whom they could be sold and the possible sales total. The fact that fuel oil had declined in cost until it was 68 per cent cheaper than in 1920 was also

emphasized. One page of the chart in the manual was given over to a summary of price factors. This gave each dealer a guide in determining his retail price to assure him a fair profit. Listings of the average price of oil burner installations in key cities compared with the actual cost in which the new and simplified model could be installed was also used as arguments.

#### **Dealers' Names Listed in Newspaper Advertisements**

For introduction of the new model a "key city," coast-to-coast newspaper advertising campaign was adopted. This key city advertising in each dealer territory had to be justified by an assurance of a sufficient volume of sales. The copy carried the names of all retailers in the territory covered by the newspaper. In order to have his name listed in these advertisements it was necessary for the dealer to have a new model demonstrator, a window display, sufficient copies of the new sales manual and adequate man power to contact his market properly. Direct mail, local sales manuals and newspaper advertisements to be used by the dealers for tie-in purposes had been previously prepared to synchronize with the program as presented to the dealers in the field.

Retailers were told that before a pencil had been touched to paper, surveys had been conducted in one entire State and one representative city to dig out potentials. Residents of the State had been contacted to determine the sales resistance encountered in the company's field. Noise and price having been disclosed as the paramount factors in sales resistance. Retailers were shown that both were answered by the company in its new model and the advertising for it.

The survey made in the city included visiting various retailers to learn their methods of merchandising and the manner in which they went about the business of meeting sales resistance. Both surveys, instrumental in checking the final program for the new model, were used to show retailers that the men who were presenting the plan had

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factual evidence for their presentation.

The peak season for oil burners is found in four months—August, September, October and November. In the spring at the end of the heating season, a lull in sales is ordinarily experienced. To offset this seasonal drop the company pioneered in the idea of a spring campaign. This year circumstances forced postponement of the campaign until a somewhat later date. It was decided, therefore, to run the campaign from July 15 to August 15 and term it a summer sales campaign. The key city newspaper advertising broke on July 15, coincident with the opening of the campaign. While the effect was felt only in the last two weeks of July, the records proved that July sales increased 35 per cent over the corresponding month of 1930.

### *The Value of a Summer Campaign*

The company feels that the value of a summer campaign is that all retailers are fitted for a better job of selling when the peak season arrives. Salesmen by this time have been trained and enthusiastic. The key city advertising expense was borne completely by the factory. A special edition of the house organ was issued to feature the new model and owners were reached through a user house organ called "The Home of Today." Readers of this publication are owners of the larger Williams products. It was believed that these owners had friends who were prospects for the smaller and lower priced model. The story of the new model together with a bid for sales leads produced a nice volume of business from the big users.

An executive says:

"We have had ample time to study the effects of our program. We have found that it did the job for which it was designed, that is the production of immediate business. Evidence of this is borne out in the big sales increase during the two weeks after the campaign started."

The company's experience indi-

cates, as has already been shown in the food field, electrical equipment field and others, that a new product can be introduced during bad times, but that a definite plan for the new product must be formulated in advance. Such a plan can be formed only by keeping in the closest possible touch with retailers, salesmen in the field and consumers.

It is interesting in looking over the records of almost every organization which is now busily turning deficits into profits, that the same sort of principle applies in all cases, whatever the product may be. First there is an attempt to meet new conditions by a new product, a repackaged product or an added feature. This new plan has been based upon a close study of consumer's buying habits, retail selling methods and present sales objections. Then when the production and inside departments have done their work, the plan must be thoroughly merchandised both to the salesmen and retailers who are to sell it.

As simple a procedure as this has worked in so many various industries that it can almost be called a guiding principle for a bad year.

## Radio Theme Songs

BEECHER-CALE-MAXWELL, INC.  
ST. LOUIS, MO.

### *Editor of PRINTERS' INK:*

Will you kindly file under your list of radio theme songs "My Treasure" and register this for the use of our client Puritan Cosmetics, Inc., St. Louis, manufacturer of Puritan Beauty Products?

We should appreciate word from you should you find this has already been registered.

JOHN MAXWELL,  
Vice-president.

"MY TREASURE" has been listed in PRINTERS' INK's record of Radio Theme Songs.

This record is being maintained so that advertisers and agencies may check the use of musical selections for radio signatures. PRINTERS' INK will gladly register the titles of theme or signature compositions for radio advertisers. —[Ed. PRINTERS' INK.

## Advertising Agents' Advertising

EDWIN L. WIEGAND COMPANY  
Electrical Heating Engineers &  
Manufacturers of Chromalox  
Heating Units  
PITTSBURGH, PA.

Editor of PRINTERS' INK:

What's the average percentage of net sales that is appropriated by advertising agencies for their own advertising job of telling their clients and prospects about their services?

Any dope that you have on this will be appreciated.

Thanks ever so much.

W. HUNTER SNEAD,  
Sales Promotion Manager.

**T**HANKS to you, also, Mr. Snead.

You raise a question we would like to have discussed. It gave us a fine chance to talk about the matter of their own advertising with several prominent advertising agents, some of whom are advertising now in PRINTERS' INK, others not.

Anyway, the net of our inquiry was the assertion that it is harder to advertise a service than a new refrigerator. One agent said that though he had three different ingenious percentage methods to present to advertisers who came to him as clients, he had never figured his own advertising on a percentage of his net profits because he was usually after one account in each of several specific fields of business. He advertised till he received interesting inquiries. Then went after those hard.

One agent said he thought 2 per cent of gross income should be set aside to be used for development of new business by advertising but admitted he went above that amount some years, spent less in others.

He thinks now is a good time for an agent to increase his own advertising and he intends to do so.

Another agent says he finds it so difficult to talk about himself in print that he is thinking of giving the copy job to one of his more friendly competitors. This plan has amusing and interesting possibilities!

In "The Advertising Agency," by Floyd Y. Keeler and Albert E. Haase, under "Ideal Organization

Charts" salaries paid to men who go out after new business and all promotion expenses are lumped at 3.43 per cent of total costs. We have never seen figures on the average percentage of net profit appropriated by advertising agencies for their own advertising job.

In any case, the subject is a timely one.

Never was there a time when new ideas, new products, new packages, more research, better selling copy were as essential as at the present. Advertising has come back to its shirt sleeves, and agencies which tell how they are equipped to serve clients with ideas, research and selling copy, will be welcomed by many manufacturers who are willing to try new plans to create more sales. This is more than a prophecy. It is an invitation.—[Ed. PRINTERS' INK.]

### Servidor Account to Williams & Saylor

The Servidor Company, New York, has appointed Williams & Saylor, Inc., advertising agency of that city, to direct its advertising account. Business paper, direct-mail and consumer advertising will be used to feature the company's new product, the Closidor.

### Duane D. Jones to Join Maxon

Duane D. Jones, vice-president of Lord & Thomas and Logan, Inc., advertising agency, and at one time manager of the Los Angeles office of that company, will join Maxon, Inc., Detroit advertising agency, as vice-president, effective January 1.

### Chore Girl Account to Hearn

The Metal Textile Corporation, Orange, N. J., has appointed The Alfred S. Hearn Company, Inc., New York advertising agency, to direct its Chore Girl advertising. Women's magazines, newspapers and direct mail will be used.

### Detroit Office for Getchell

J. Stirling Getchell, Inc., New York advertising agency, has opened an office at Detroit. Lloyd M. Clark will be in charge of the new office which is located at 7310 Woodward Avenue.

### Publisher Elected Mayor

John K. R. Schropp, publisher of the Lebanon, Pa. *News-Times*, has been elected Mayor of Lebanon.



- COFFEE
- CIGARS
- TOILET SOAPS

# 3 new Market Surveys NOW AVAILABLE

The Merchandising and National Advertising Department of The News has just completed comprehensive market surveys covering the distribution and sale in Indianapolis of

COFFEE                      CIGARS  
TOILET SOAPS

A limited supply of these surveys is available to firms engaged in the manufacture, distribution or advertising of these products. A request on your business stationery will bring a copy to your desk.



Member Major Market Newspapers, Inc.  
The 100,000 Group of American Cities

THE  
**INDIANAPOLIS NEWS**  
1<sup>st</sup> in Indianapolis for 36 consecutive years

New York: DAN A. CARROLL  
110 East 42nd Street

Chicago: J. E. LUTZ  
Lake Michigan Bldg.

# Think 3



↓  
This PONTIAC ad, running in 8 weeklies, stopped 143% more persons per dollar in LIBERTY than in Weekly C.

↓  
This COCA COLA ad, running in 2 weeklies, stopped, in LIBERTY, 90% more persons per dollar than in Weekly A, 78% more than in Weekly B.

↓  
This ABSORBINE JR. ad, running in 2 weeklies, stopped 40% more persons per dollar in LIBERTY than in Weekly B, 225% more than in Weekly C.

↓  
This IPANA ad, running in 2 weeklies, stopped 25% more persons per dollar in LIBERTY than in Weekly B.

## Before you spend for 1932, study the results

ONCE or twice might have been an accident. Three times, four times, might have been a coincidence. But when in 38 cases out of 46—duplicate ads running in Liberty and other mass weeklies stopped more readers in Liberty—when in city after city—in 6 widely scattered parts of the country—when, in issue after issue—for 6 consecutive issues of the four mass weeklies—the average advertising page stopped from 23 per cent to 112 per cent more persons per unit of circulation in Liberty than in any other mass weekly—that certainly is something to think about. Something to ask about. Something to study, *yourselves*, before you spend for 1932.

### Consider The Sources

These facts came from the first attempt to measure "reader-interest" by going beyond traditional personal judgments and self-conscious reactions. By making, last July and August, an actual count of editors and advertising items magazines readers had SEEN and READ. The worth pondering.

The facts were found by ringing 15,000 door bells at random in Philadelphia, Pa.; Springfield, Mass.; Greensboro, N. C.; Columbus, Ohio; Topeka, Kansas; Sioux Falls, S. D.; and these

# Liberty... America

# nk 38 Times



running in 3  
LIBERTY. 80%  
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This BARBASOL ad, run-  
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The INGRAM'S ad, running  
in 2 weeklies, stopped in LIB-  
ERTY. 56% more persons per  
dollar than in Weekly A. 44%  
more than in Weekly B. 185%  
more than in Weekly C.

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This VASELINE HAIR TONIC  
ad, running in 2 weeklies,  
stopped, in LIBERTY. 895%  
more persons per dollar than  
in Weekly A. 185% more than  
in Weekly B.

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This SAL HEPATICA ad,  
running in 2 weeklies, stop-  
ped 85% more persons per  
dollar in LIBERTY than in  
Weekly B.

↓  
This TEXACO ad, running in 2  
weeklies, stopped, in LIBERTY. 84%  
more persons per dollar than in  
Weekly A. 27% more than in Weekly  
B. 224% more than in Weekly C.

## , studied the recommendations of Success

**Sources** ... one city a week for 6 con-  
secutive weeks. By finding possessors  
of current issues of the four mass  
weeklies. By going through their  
files with them, page after page,  
marking with crayon every editorial  
advertising item remembered as  
having been seen or read.

That's worth pondering.  
And these facts were collected by  
trained research staff of Dr.  
George Gallup, Professor of Jour-  
nalism and Advertising at North-  
western University. Collected, in

three of the six cities visited, while  
official observers from the Associa-  
tion of National Advertisers looked  
on.

And that's worth pondering!

### Six Cities, Six Issues in a Row

Complete and independent tabula-  
tions of what readers saw and read  
were made for the four mass weeklies  
in each of the six cities, using a  
different issue of the four weeklies  
in each city.

(Continued on next page)

## y. . America's Best Read Weekly

(Continued from preceding page)

Yet, see how, city after city, issue after issue, the same facts were found—

The average advertising page in Liberty had stopped:

In Philadelphia, 60% more persons than in Weekly A, 35% more persons than in Weekly B, 106% more persons than in Weekly C.

In Springfield, 20% more persons than in Weekly A, 14% more persons than in Weekly B, 63% more persons than in Weekly C.

In Greensboro, 45% more persons than in Weekly A, 26% more persons than in Weekly B, 132% more persons than in Weekly C.

In Columbus, 61% more persons than in Weekly A, 4% more persons than in Weekly B, 104% more persons than in Weekly C.

In Topeka, 43% more persons than in Weekly A, 26% more persons than in Weekly B, 165% more persons than in Weekly C.

In Sioux Falls, 44% more persons than in Weekly A, 22% more persons than in Weekly

B, 107% more persons than in Weekly C.

### What This Means From a Cash Standpoint

In total the average advertising page in Liberty had stopped:

48% more persons than in Weekly A

23% more persons than in Weekly B

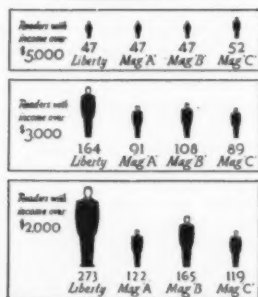
112% more persons than in Weekly C

But from a dollars-and-cents standpoint, the importance of these findings grows. During these past years of commodity and advertising price fluctuations, Liberty's rate has been pegged at pre-boom levels while its circulation has steadily increased. Today, Liberty's advertising page cost is lower than that of any other major magazine. Dollar for dollar, therefore, on the basis of the Gallup averages, your appropriation in Liberty should stop: 132% more persons than in Weekly A; 64% higher than in Weekly B; 138% more persons than in Weekly C.

### Why Advertising in Liberty Stops More Readers

The basic factor responsible for the success of magazine advertising is

#### Actual READERS per page advertisement that your dollar will buy:



Fourteen percent of LIBERTY'S circulation is found in the "Over \$5,000" income group (where is only 9% of the country's population.) But this is unforced placement. LIBERTY goes there because it's wanted there. It is bought—voluntarily—week after week on a copy-by-copy basis. No surprise, then, that approximately the same number of persons in this group (per dollar expended) remembered having seen the average page advertisement in LIBERTY as in any of the other mass weeklies which place, largely through solicited subscriptions, from 20% to 30% of their circulation there.

# Liberty... mer

than in general must inevitably be looked for an explanation of Liberty's reader-stopping power: *Editorial contents.* People (not advertising people!) buy magazines for the stories and articles, not the advertisements. Advertisers spend their money where editors have done a job of winning the crowd. Now, as we see at the top of these pages, editorial interest may make a 23% to 112% difference in the stopping power of the same advertisement.

For Dr. Gallup checked the readership of editorial pages even as he checked advertising pages. And here it has been found that the average editorial feature in Liberty was read by: 17% more persons than in Weekly A; 6% more persons than in Weekly B; and 1% more persons than in Weekly C. Not because Liberty had some of the heretofore unknown type of editorial contents! (Every one of the 32% more weeklies had some features rated A; 64% higher than many of Liberty's.) Weekly B and Liberty contained MORE of the editorial item read most frequently elsewhere.

More of the human interest stories. More of the dramatic features. More of the humorous features. MORE of the simple, bold, wise write-ups that are the *cur-taste* of a post-war public.

And, long before the Gallup tests gave the detailed results of this policy, Liberty's editors gazed upon the spectacle of more men and women asking for Liberty—week after week, fifty-two times a year—than any other magazine in America.

### The Ball Is In Your Court

Elsewhere is a list of typical new business—placed in the past three months—which forecasts a bigger and better year for Liberty in 1932.

Elsewhere also is a chart important to advertisers who think in terms of buying power. A chart showing how Liberty reaches as many actual readers per advertisement in the upper income groups as any other weekly—and far more in the middle groups.

Think these things over. Think over the 38-ads-out-of-46 through which Success points its finger at Liberty. Think over the facts of 6 cities, 6 issues. Then, make sure that your organization has received a personal presentation of the Gallup Report—before you complete your spending plans for 1932!

Write a note on your own letter-head, and a Liberty representative will bring your copy of the Report promptly. Address Liberty, 420 Lexington Avenue, New York City.

will buy:

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## 6 GALLUP TESTS make advertisers look, think, act

Among the companies who have recently decided to use large space in Liberty 1932 are:

electric refrigerator maker.  
motor car manufacturers.  
cosmetic manufacturers.  
breakfast food makers.  
motor oil refiners.  
gasoline refiners.  
lager ale manufacturer.  
radio manufacturers.  
canned spaghetti packer.

A coffee packer.  
Two shaving cream makers.  
An electric range manufacturer.  
Two disinfectant manufacturers.  
A phonograph record maker.  
Two furniture manufacturers.  
A hair tonic manufacturer.  
A condiment packer.  
A canned beans packer.

y... America's Best Read Weekly

# A Year and a Half with the Midgets

An Examination of the Merchandising Performance of the Radio Console's Little Brother with Lessons to Other Industries

By Arthur P. Hirose

Manager, Market Analysis Department, McGraw-Hill Radio & Electrical Publications

**I**S the midget radio a "flop," as some reports have said? Is it the savior of the radio industry, as other marketing men contend? What is its probable future? What lessons has the story of midget radio merchandising for other industries?

Slightly over a year ago the writer called attention to the midget radio set as an interesting merchandising development, born in a depression year. (PRINTERS' INK, September 18, 1930.) Perhaps the time is ripe for an examination of the status of the midget or mantel radio set today.

In 1930 some 3,827,800\* radio sets and radio phonograph combinations were bought by the American public. Of these 1,130,400 were midgets. In units the midget receivers constituted just under 30 per cent of all radio sets sold. In dollars and cents, the midgets, whose total retail value was \$56,520,000, made up 17 per cent of the year's radio business. Since the midget radio was not nationally introduced until the latter half of the year 1930, its sales record last year was really that of only six months.

## The Accomplishments of 1931

What has the midget done in 1931? The year is not yet over, but it is estimated that of the 3,000,000 radio sets that will have been sold when 1931 is over, about 2,000,000 will be midgets—66⅔ per cent of the total sales in units. Decidedly, from a sales viewpoint the midget radio has not been a "flop."

But what has happened to the

radio industry in this year and a half? Has it prospered? Compared with the radio industry's record year of 1929, when almost 4,500,000 radio sets were sold and when the public spent \$842,000,000 with radio dealers, the answer is "No." Compared with the probable sales which the radio industry would have received in the depression years of 1930 and 1931 without the aid of the midget, the answer is "Yes."

## Lowered Price Was Inevitable

Would the public, grown cautious as a result of poor business conditions, have bought 3,800,000 radio sets in 1930 at an average retail price of \$133—the 1929 price level? It is highly improbable. Would it this year have bought 3,000,000 sets at the 1929 price level or even the 1930 price level of \$87? Again the answer is in the negative—a lowered price for radio sets was inevitable.

Midget radio sets, therefore, during the latter half of 1930 and the year 1931 have allowed over 3,000,000 families to buy and enjoy radio reception. Here are sales that radio manufacturers might not otherwise have obtained. Think of the replacement market which the radio industry has built up for itself in two of the worst years in recent business history. It is a replacement market because the midget set as such will not have a permanent place in most radio-owning homes. At most the midget is merely an appetizer of radio reception.

Obviously the radio industry cannot build into a diminutive midget receiver selling at \$19 or \$37.50, or even \$50, the value it can put into a console radio receiver

\*Sales statistics courtesy of "Radio Retailing."

selling at \$133. Likewise the midget buyer cannot expect the same full enjoyment of broadcasts that he would be given by a full-sized radio instrument.

Already the radio industry reports that the midget has done appreciable work as a radio "sampler." Families who have invested in these compact radio sets have discovered radio as a home entertainer that functions for a few cents a day. But, what is more important for the future of the radio industry, these homes have discovered the limitations of the midget set.

### **The Pendulum Is Swinging**

By comparison with the full-sized console receivers which they have listened to in dealers' stores and in the homes of friends and neighbors their appetites have been whetted for the complete radio reception which only an adequate console radio receiver can bring. As a result, the pendulum is swinging from the midget to the console, particularly in the case of prospective radio set buyers who already own receivers.

This trend became very evident when the 1931 fall radio buying season got under way. Where earlier in the year only one console or higher-priced radio had been sold to every four inexpensive midgets, the ratio has changed, and soon the trade expects a console to be sold for each midget bought.

This does not mean that the death knell of the midgets has been sounded. They will unquestionably sell in large quantities in 1932 and in the years following. Their retail prices will no doubt drop from the average price of today, but they will continue to be "sampler" radio sets and "feeders" for the full-sized console sets. The diminutive radio sets will be sold to the millions of families who have yet to become radio conscious and who want to make a smaller money investment in radio merchandise before they have been convinced of the wisdom of buying a full-sized console or furniture set. They will likewise be sold to families whose

income makes it impossible for them to buy a regulation-sized console radio.

Midget radio popularity has had two other salutary effects on its bigger brother, the console radio. It has brought down the price of console sets. Also, the midget has shown manufacturers the need for smaller consoles to round out their lines.

Dire have been the predictions of ruin for all groups in the radio industry as a result of the midget. And it is true that the midget has been at least partially responsible for manufacturer and dealer mortality this year. But after a year and a half of midget radio selling the radio industry looks back upon the adjustments it has been forced to make as very similar to the adjustments practically every business had forced upon it because of decreased selling. Lavish home demonstrations, generous trade-in allowances for used radio sets, extravagant bestowal of free repair and servicing, unnecessary installment selling, wasteful publicity—these were some of the merchandising evils fostered by the continuous sale of high-priced, large margin, console radio sets, but drastically eliminated by the midget. The radio industry, forced to gear itself to the changed conditions brought about by the midget, is unconsciously gearing itself to greater efficiency in selling than it has heretofore enjoyed.

The new marketing problems that midget radio selling has forced on the radio industry have been difficult ones. Despairing of solution for them, many dealers and some distributors and manufacturers have been forced out of business. Yet failure to find the answer to any other merchandising innovation might have been equally as fatal to these individuals and organizations.

### **The Midget as a Sales Tool**

Furthermore, the midget radio, in addition to its role as a piece of salable merchandise, became a sales tool for the industry. It has acted as a leader to price-conscious



buyers, bringing into the dealer's store many who would not otherwise have considered buying a radio. With these prospects once inside the dealer's establishment, the midget became, in the dealer's hand, a most effective comparison weapon. With this weapon, and without the use of old-fashioned criticism of competing brands of radio sets, the dealer demonstrated both midget and console of the same maker's line of radio receivers, and was able in many cases to convince prospects of the greater merit of the higher-priced sets and the wisdom of investing more money in radio. This year it is estimated that 1,000,000 console radio sets will have been sold.

#### *A Lasting Niche for the Midget*

As shrewd dealers gain greater experience in handling the midget they are finding it less and less an unwelcome substitute which they are forced to handle. The midget has a permanent place in the radio industry to fill these five definite roles: First, to act as a sampler of radio enjoyment to the 13,000,000 families who as yet own no radio set; second, as the merchandise to be sold to low-income homes that can't afford higher-priced radio sets; third, as the radio set that can be sold to folks who live in cramped quarters; fourth, as the radio set that can be sold for secondary use by families already owning larger, less portable receivers; and fifth, to act as a sales tool in selling higher-priced radio sets, by showing through comparison the higher tone quality and better performance of the regulation console receiver.

What lessons has the midget radio for the marketing men in other industries?

Doubtlessly, the most important lesson of the midget radio's success is the wisdom, particularly in depression periods, of allowing the public to sample your wares without being forced to pay the price of a full, complete, regulation-size package of that product. This course has been followed in many fields—foodstuffs, cosmetics, house-

hold appliances, razors, and now even in the new electric clock industry.

Lesson number two is that an industry can well afford to analyze its market and often find as a result that it is missing a goodly share of the market because it has nothing to offer at the price some people can afford to pay.

Lesson number three has to do with relativity. "Better" and "best," as applied to merchandise, are relative terms. Until you have a cheaper, less adequate form of a product to use for comparison purposes, the selling of quality merchandise is handicapped.

Lesson number four furnished by the midget radio for the edification of other industries has to do with tradition. In the radio industry, until the midget, the tradition was that a radio must be a piece of furniture standing on four legs and occupying a space in the home of at least four feet by three feet by two feet. The midget knocked that tradition into a cocked hat. Traditions as to the size, finish and mechanism of many articles will be wisely modified or discarded when an industry has forced upon it, or initiates, an innovation in its product.

Lesson number five from the school of midget radio selling is a warning as well as a lesson. Don't release little sister on the market until you're sure big sister has snared her beau and is on the steps of the altar. Don't give your dealers something smaller and cheaper to sell until you're satisfied that they won't drop their major selling effort behind your regular product. Make sure, too, that the selling methods put behind a junior product have the right ratio of expense to the selling efforts of larger, higher-priced merchandise.

#### **Gas Burning Equipment to B. B. D. & O.**

The Service Combustion Company, Toledo, Ohio, gas burning equipment for industrial uses and gas heating equipment for the home, has appointed Batten, Barton, Durstine & Osborn, Inc., to direct its advertising account. This account will be handled through the agency's Pittsburgh office.

# How's Your Geography?

It is a very good thing that these United States cover no more territory nor hold no more people than they do. For as it is, many a man doing business on a nation-wide scale has as vague a mental picture of much of this country as he has of Ghandi's.

If this be not so, how else explain the national advertiser who storms Chicago's ramparts with a pop gun?

Chicago may not be New York, but neither is it Elkhart. Chicago has seen page ads before. And Chicago doesn't lie in the hollow of any one newspaper's hand, either.

Whether starting from scratch or seeking to sustain or increase established sales activity in Chicago, advertisers must use adequate space and more than one newspaper. And no advertiser can hope to approach top sales in Chicago without the aid of its preferred evening paper, the Chicago American.

## CHICAGO AMERICAN

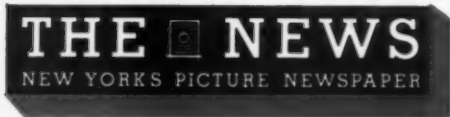
a good newspaper now in its ELEVENTH YEAR of circulation leadership in Chicago's evening field.

•  
National Representatives:

RODNEY E. BOONE ORGANIZATION

# CUTS

Thursday night—the peak of the week in the engraving department. At six p. m. one hundred and eighty engravings are in work, to make the first edition only by the skin of somebody's teeth. Forty minutes before press time, a cameraman comes in with the two shots of a lifetime. "Can we get 'em in?" asked the editors. The engravers turned out two new halftones in twenty minutes . . . Best printed paper in the world is The News, with much credit to News engravers. Daily they make three hundred plates, work miracles in film and zinc, experiment tirelessly with new methods of making better pictures . . . With News circulation and advertising at new highs this year, engraving department personnel and expenses are up over 1929 by nineteen men and \$50,000. All News expenses are up—but News milline is lowest in its history. Grow with a medium that grows in these times!



220 EAST FORTY-SECOND STREET • NEW YORK  
Tribune Tower, Chicago • Kohl Building, San Francisco

**ATELIER of The News**  
engravers, who multiply  
News pictures by millions.



**MAESTRO** of the  
router, etching deep  
with the drill.

# Paris, alone, does not dictate fashion



*The eyes of the world are now fixed on Detroit's new motor car models*

**M**OTOR CAR fashions are being made in the Detroit area right now. Rockne, Packard, Cadillac, Graham Paige, Hudson, Buick, Chevrolet, Hupmobile and other manufacturers have either announced their new models or will do so within the next few days. The eyes of America are turned to Detroit where one of the world's greatest industries shows its confidence in the future by spending millions in creating new styles and new comfort for motor car owners. January and February will be good months in Detroit for that very reason, for new styles in automobiles usually bring sales and 1932's fashions are smarter, more beautiful and more modern than ever. It will pay any advertiser to watch these new models and to take advantage of the business they create in the great Detroit market by making certain that The Detroit News is on his list. The News reaches 71% of all homes of \$3,000 income and over in Detroit—a huge market well worth covering.

## The Detroit News

New York Office  
I. A. KLEIN, INC.

THE HOME NEWSPAPER

Chicago Office  
J. E. LUTZ

Member of Major Market Newspapers, Inc.

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## 25,000,000 Unit Sales Yearly from Mailing and Sampling

Davol Rubber, Marketing to 2,000,000 Babies, Builds Leader Out of a 7-Cent Product

HERE'S a supposititious advertising problem. You manufacture a low-priced small-unit consumer article retailing at seven cents. There are in the country only 1,500,000 possible users at any one time. Each user outgrows the product in eight months, purchases less than a dollar's worth of your type of merchandise during that period and you must therefore be constantly acquiring new customers.

Is it possible to advertise profitably such an article to the consumer, and if so, how?

The Davol Rubber Company of Providence has the answer to that problem; for the supposititious case is actually that of this company in connection with the marketing of nursing nipples. The market is the 2,000,000 babies born each year—all of whom, however, don't use rubber nipples. The average length of time of use is eight months. The articles retail at 7 cents, except for a few numbers at 10 cents.

The total purchases for the baby come under a dollar. Yet the Davol company sells some 25,000,000 a year. From a side line nipples have grown to be the leading feature in a line of 400 items.

A direct-mail consumer advertising and sampling plan which has continued for twenty-five years has been the dominant element, according to R. J. Fries, sales manager of the company, in this large volume.

The plan is simple, elemental, and has continued unchanged for more than two decades, barring detail changes in the printed matter to conform to changes and improvements in the product. It consists simply of mailing to parents of new babies some circulars describing the products and offering to send one sample free or three for 20 cents in cash or stamps. Through records of birth registra-

tions, about 1,000,000 names out of the total number of new parents are secured and circularized each year. Half the mothers of the country receive a mailing each year telling about the "Anti-Colic Brand" nipples. About 5 per cent have sent for the free samples or paid for three.

In this simple way such prestige for the article has been built among the trade that in recent months, according to Mr. Fries, it has continued to sell readily to the jobber at the regular price of \$4.50 a gross and to the retailer at \$6.

The printed matter used in the mailing has rather an old-fashioned flavor, but the plan has been so consistently successful that the company has resisted the impulse



First Page of the Principal Piece in the Davol Mailing Campaign

to "improve" and modernize the layout and typography.

The mailing consists of three pieces. The main piece is an envelope-size leaflet of six pages, done in two colors. On the cover page is a drawing of a plump infant, holding, with pudgy hands, a nursing bottle to its mouth, and the legend: "The Anti-Colic Brand three-hole ball-top nipple will keep baby healthy and happy." Inside, with close-set type, are listed "The reasons why," followed by a summary in seven short, numbered paragraphs of its advantages. There are three illustrations of the popular types and sizes with further descriptive matter. The two back pages present "Prominent Endorsements," reproducing the hand-written signatures of a dozen hospital superintendents and similar authorities.

#### **Sales Jumped from Nothing to 3,000,000 a Year**

Another enclosure is a single sheet, envelope size, describing on one side a rubber nursing bottle cap used to cover the feedings prepared in advance and stored in the refrigerator, and on the other side a milk bottle cap used for similar purposes. Its illustrations are plain, and its copy closely printed and descriptive. Along a vertical margin is printed an offer to send one free sample upon return of the circular and a two-cent stamp, and the milk bottle cap is offered for fifteen cents. These items represent new inventions added to the line three years ago. Largely through the influence of this piece, sales have grown from nothing to about 3,000,000 a year on these and a nipple with the tab feature of the new idea.

Then there is a return postcard, for the mailing of which the inquirer supplies the one-cent stamp. The sampling offer is repeated and space is provided for customer's name and address and the baby's name.

In answer to the inquiries, which run around 5,000 a month, the samples are sent out with printed matter but no letters are used, and no follow-up is made.

The success of this sampling plan is an illuminating example of what can be accomplished with relatively small expenditure.

It also shows the benefits of faith in advertising. For the mail plan was started by the inventor of the nipple, C. W. Meinecke, who obtained patents on the three-hole feature, the ball top and other features and arranged with the Davol company to manufacture it on a royalty basis. At that time it was to Davol just one more item in a multitude. But the inventor had faith in sampling, and he took half his royalty money and invested it in this form of advertising in the company's name.

When the patents were about to expire several years ago a little blue band bearing the trade-mark "Anti-Colic Brand 3-Hole Nipple" was devised and placed around the neck of the article. When the patents did run out, this means of identification served to carry sales onward without interruption in spite of the fact that others were free to make the same design.

The plan has no tricks, but is a demonstration of the basic soundness of simplicity in advertising. Simple and obvious merchandising methods are often the most efficacious in establishing consumer acceptance or even demand—depending, of course, upon the nature of the product.

#### **Los Angeles Papers Merged**

Paul Block has transferred the Los Angeles *Evening Express* to William Randolph Hearst and his associate, Frank F. Barham. The newspaper will be combined with the Los Angeles *Evening Herald* under the name of the *Herald and Express*. Mr. Block will become a director of the *Herald and Express*.

#### **J. A. McKaughan Joins Century**

J. A. McKaughan, for the last five years in charge of advertising of The Macmillan Company, New York publisher, has been appointed publicity and advertising manager of The Century Company, also of that city.

#### **Has Allen-A Account**

The Allen-A Company, Kenosha, Wis., manufacturer of Allen-A hosiery and underwear, has appointed the Chicago office of the Wm. H. Rankin Company, advertising agency, to handle its advertising account.



**D**URING the month of November, 76.7% of all the motor cars sold in Detroit were purchased by buyers living in those districts of the city in which The Free Press concentrates 79% of its city circulation.



**I**N these particular districts where nearly four-fifths of the motor cars are being sold, this newspaper reaches approximately three out of every four homes.

**W**ITHOUT benefit of further statistics, the facts above set forth should be pertinent information to the effect that you are SURE of reaching the real purchasing power of Detroit through the columns of this newspaper.

## The Detroit Free Press



VERREE &  
National

CONKLIN, INC.  
Representatives

New York

Chicago

Detroit

San Francisco

# Proper Planning Brings Sales Control

By William Sample

Vice-President and General Sales Manager, Ralston Purina Co.

[EDITORIAL NOTE: The following is a digest of a talk on "Sales Control" made before the St. Louis Sales Managers Bureau.]

**P**LANNING is one of the three cardinal points to carry out a sales control program in the field. Every salesman's territory must have a proper plan. The supervisor or director of sales or sales manager himself must know every territory better than the territory salesman knows it himself.

The sales director must know the possibilities of a territory. He must know its distribution problems. He must have a plan to solve those problems if he is going to have anything to sell to salesmen in conference or when he is working with a salesman.

The territory salesman must have proper training. He must have continuous training in the field. Regular territory work must be done at regular intervals with the salesman by the man to whom the salesman is directly responsible. The supervisor must know his proposition well enough so he can show his salesmen out to sell under present conditions.

No man will learn in one trip. Go back again and again to see that policies are being carried out by salesmen.

## **Simple Records Should Be Kept**

Proper supervision is a third necessity. With proper planning and proper training, supervision shouldn't take more than 10 per cent of the supervisor's time. Definite plans should be adopted for each territory. Records should be kept—some simple sheet on which a salesman can put down where he is going, what he is going to do there and when he will do it. This will give the supervisor a check on performance. The simpler the

form the better. Salesmen are not bookkeepers nor detail men. The less detail work they are asked to do, the more they will sell.

## **Supervisor Must Be Able to Sell**

The supervisor, himself, must be able to sell. If he can't sell, how can he expect his salesmen to do so? He must be able to show the salesmen how to carry out the plan, not just tell him about it.

We now come to the question of size of sales units. This must be small enough so the supervisor can have knowledge of the territory and an opportunity properly to train and supervise. It should be small enough to make certain that the program is being carried out by salesmen in the unit.

If you are a sales manager who must manage forty men and you can't have any assistance, start on a sales control program to the extent you can carry it out. Results will convince your associates, and arrangements will be made for a more complete program. But make the start.

You will learn as much as you teach. You will know definitely why and how some men are making better records than others. This knowledge will be carried on to others.

If you haven't any salesmen, apply the sales control plan to dealers and you will find some dealers doing better jobs than others.

I have kidded myself a good deal in the last eighteen months. I thought if we got by one month, next month would be better; if we got by this quarter, business would pick up in the next quarter. I have had all manner of reasons for believing that conditions would change for the better. I have now concluded that business is going to be better only as we, individually, make it better.

# SELECTION

**by those who  
check returns**

**S**ELECTION of the right medium is not easy, but in Cincinnati there is a record of advertising accomplishment that eliminates any need for experimentation. The Times-Star has proved that it is the one way of winning sales profitably.

This is not theory, but the experience of advertisers who for twenty-three years have placed in The Times-Star each year millions more lines than in any other Cincinnati newspaper.

Concentrated coverage in the true Cincinnati market, immediate acceptance among all the active buyers—this is what you secure in The Times-Star, and at one low advertising cost.

Check your returns and you, too, will select The Times-Star.

## THE CINCINNATI TIMES-STAR

**HULBERT TAFT**

*President and Editor-in-Chief*

*Eastern Representative*  
**MARTIN L. MARSH**  
60 East 42nd Street  
New York



*Western Representative*  
**KELLOGG M. PATTERSON**  
333 N. Michigan Avenue  
Chicago

MEMBER OF A.B.C.—MAJOR MARKET NEWSPAPERS, INC.—MEDIA RECORDS

## Motor Car Sales UP in BALTIMORE . . .

The Baltimore market is a good market for new motor car sales—both passenger cars and trucks. It is an even better market at present than it was a year ago.



**THE SUNPAPERS** TH  
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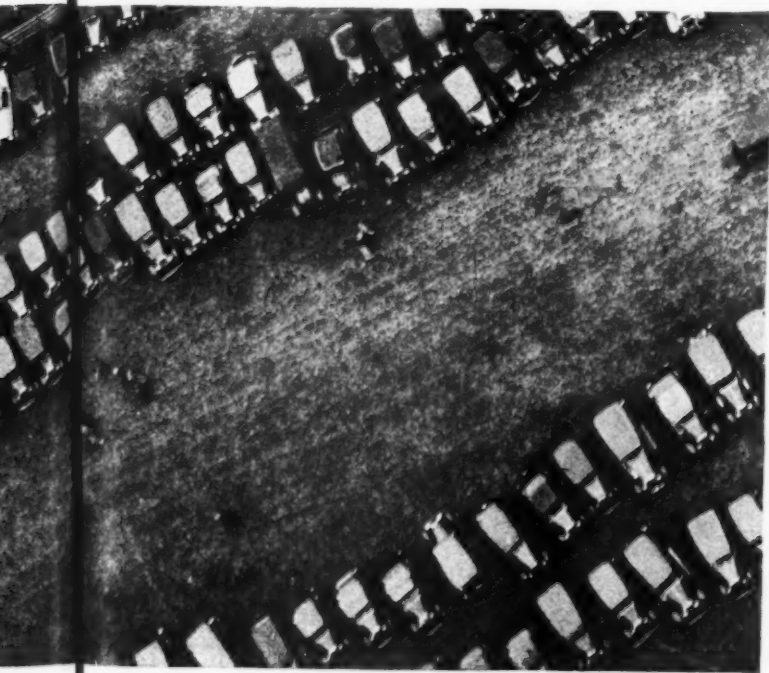
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According to the Automobile Trade Association of Maryland, Baltimoreans bought 4.3 per cent more passenger cars and 17.6 per cent more trucks in November, 1931, than during the corresponding month of 1930.

Are you "telling your story" regularly to this receptive market?

As most advertisers already know, Baltimoreans are most readily reached through the advertising columns of The Sunpapers—morning, evening and Sunday.



THE  
MORNING



SUN  
SUNDAY

New York: John B. Woodward, Inc.

Chicago: Guy S. Osborn, Inc.

Atlanta: A. D. Grant

Detroit: Jos. R. Scolaro

San Francisco: O. Geo. Krognest

St. Louis: O. A. Cour



**LET'S SEE** if machines can sell it! Your product's adaptability to mechanical vending may determine for you a new vast market. Send us a sample for merchandising analysis.

**MILLS NOVELTY COMPANY, 4100 FULLERTON, CHICAGO**

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# Are We Licked in Advance as Buying Power Decreases?

More Merchandising Effort and Less Monkey Business Might Prove There Is Always a Market for Real Values

By D. M. Hubbard

SOMEONE—a double-dipped pessimist, I suspect—asked one of the Chevrolet sales executives the other day, "But with the country in its present condition who will buy all these new cars?"

The answer was: "Our new cars have nearly every desirable feature developed by the automotive industry. We've tried to make them the great American value for 1932, and there's always a market for real values."

\* \* \*

A week or two ago a manufacturer who sells to the farm market walked into the office of his advertising agency in a Mid-Western city and remarked that he would spend about 30 per cent less for advertising next year than he had spent in 1931. Farmers simply didn't have the money to buy his equipment, he said.

As it happened the agency man in charge of the account was not

entirely unprepared for something of this sort. Reaching into his desk he brought out a series of daily bulletins showing the sums received by farmers at the local yards for their live stock. The lowest amount received in cash by any individual was \$1,900. Some of the shipments brought five, six and seven times that sum.

By the time this particular advertiser put on his hat to leave he carried away underneath it some timely and some encouraging information as to his market's capacity to buy. His advertising appropriation is not going to be cut.

\* \* \*

Let's grant that buying power has been reduced during 1931 by part-time employment, unemployment and reductions in salaries and wages. Economists say that it has dropped 25 per cent or even worse. That's not a cheerful omen for advertisers and we may as well ad-



Ewing Galloway

**Buying Capacity Has Shrunk—But Many, Many Consumers Are Buying the Things They Need and Want. Some Advertisers Seem to Have Forgotten This Fact.**

mit it. But it doesn't mean that the bottom has dropped out. What it does mean is that it's time to cut out a lot of the monkey business that in recent years has cluttered up the marketing process and get down to merchandising. Time to stop playing hunches and long shots. Time to forget, temporarily at least, some of the showmanship and in its place to substitute common-sense salesmanship and advertising.

### ***Buying Desire Can Be Stimulated***

Buying power is off, one hears. Well, what is buying power? It is the capacity or ability to buy plus the desire to buy. Don't forget the desire part. An advertiser cannot do much as an individual to create buying ability in his market, but he can do a great deal to stimulate buying desire. And that is precisely where many an advertiser has been falling down during the last year or two. Unfortunately, retailers have not made it any easier for the advertiser who wants to kindle the desire to buy in the minds of consumers.

Says one of our most conservative bankers: "The lack of buying power has not been the chief factor in the decline of retail sales. The principal deterrent has been the inability to secure the goods desired. Retail merchandise stocks in general are depleted, but, more than that, many stores have loaded their counters and shelves with obsolete merchandise from old stored stocks, which they are attempting to move at fairly good prices. The consumer finds it difficult to supply his needs in numerous lines of merchandise and frequently becomes discouraged and gives up the buying of the article altogether."

Obviously any advertiser's plans to stimulate the consumer's desire to buy should logically start with the jobber and the retailer.

\* \* \*

Curiously enough while all the talk of diminished buying power is circulating, a few alert manufacturers and retailers are hitting new sales peaks and making thoroughly

satisfactory profits. They are taking advantage of the slow-moving, antiquated tactics of their competitors. They see an opportunity—the greatest one in years—to build up their clientele. Frankly there isn't quite as much polish in some of the methods of these concerns as there was two or three years ago. They're working in their shirt-sleeves. Their advertising isn't as decorative as it used to be, but it's several times as forceful.

They've junked a lot of what used to pass as showmanship in business. In its place they are depending on salesmanship. Instead of waiting until business returns to normal they are cashing in on the opportunity that their less alert competitors are helping to create for them.

\* \* \*

Buying capacity has shrunk in the last twelve months because income has shrunk for many individuals. But the desire for new cars, new clothes, new furniture and a thousand and one other commodities has not shrunk. To the contrary the desire has become more acute, if anything, with the steady loss in satisfaction delivered by the old articles. The resultant opportunity for advertising to produce at a profit, especially in the field of merchandise that comprises the necessities of life, must be self-evident.

### ***Are Some Advertisers Kidding Themselves?***

Aren't some advertisers kidding themselves about diminished buying power and its effect on their sales? Aren't those advertisers who argue that reduced advertising appropriations are the best policy now giving their competitors a clear road? Buying power may be off, but with more than 50 per cent of the country's workers employed full time and 35 per cent employed part time (the figures are those of the Central Republic Bank and Trust Company, Chicago) there is money available to buy. Buyers may be exacting as to price and quality. Why shouldn't they be?

\* \* \*

They will want values and who



Here's How Times Have  
Changed in PITTSBURGH

# 63% MORE NEW Passenger Car Linage

During the first 11 months  
of 1931, the Sunday Sun-  
Telegraph carried 63%  
more New Passenger Car  
Advertising than the other  
Sunday newspaper.

Based on figures by Media Records,  
with no alterations of any kind.

## THE SUN-TELEGRAPH

NATIONALLY REPRESENTED BY  
PAUL BLOCK AND ASSOCIATES

can blame them for that? It is the aim of every reputable manufacturer to give the customer as much utility as possible. Just as one of advertising's primary functions is to insure that the consumer understands and appreciates fully why the merchandise in question is value.

### Two Advertisers Appoint Williams & Cunnyingham

The Pioneer Instrument Company, Brooklyn, N. Y., has placed its advertising account with Williams & Cunnyingham, Inc., Chicago agency. The Pioneer company manufactures aviation and marine navigation instruments. It is one of the subsidiaries of the Bendix Aviation Corporation.

Williams & Cunnyingham have also been appointed to handle the advertising of The Chicago Bank of Commerce.

### New Lubricant to Reimers & Whitehill

The Lubriplate Corporation has appointed Reimers & Whitehill, Inc., New York advertising agency, to direct its advertising account. This company manufactures a new form of stainless lubricant in several types for various purposes. The first advertising, now being released, will appear in industrial and business publications. It is planned later to advertise the product to the automotive trade.

### E. H. Hopkins Joins Guenther-Bradford

E. H. Hopkins has joined the Los Angeles office of Guenther-Bradford & Company, Chicago advertising agency, as an account executive. Former connections of Mr. Hopkins include the consolidated Dairy Products Company, Chicago Engraving Company & Winchell Press and the Barnes-Crosby Company.

### Appoints Young & Rubicam

The J. M. Horton Ice Cream Company, Inc., has appointed Young & Rubicam, Inc., New York advertising agency, to direct its advertising account, effective January 1.

### Food Account to Presbrey

Creamed Foods, Inc., New York, maker of Morgan Brand creamed food products, has appointed the Frank Presbrey Company, advertising agency of that city, to direct its advertising account.

### Appoints Whipple & Black

Whipple & Black, Inc., Detroit advertising agency, has been appointed to direct an advertising campaign for Regal Stores, Inc., a grocery chain in Indianapolis.

## Canned Music Hit by 3,300,000

PIGWAM, INC.  
CINCINNATI

Editor of PRINTERS' INK:

I am interested in communicating with organizations that are campaigning against mechanical or "canned" instrumentation. They may style themselves as groups aiming to preserve the art of living music, or under some other heading.

I am enclosing a stamped return envelope, for your reply.

HARRY RUBIN.

IN October, 1929, the American Federation of Musicians started an advertising campaign to scotch the idea that "canned" music could be a substitute for living music.

In June, 1930, Joseph N. Weber, president of the Federation, announced that the "use of advertising as a means of placing the plight of music before the public has succeeded beyond our expectations" and stated that the campaign would be renewed for another year. At present, certain contracts on this advertising are still being fulfilled with no definite plans having been made for the continuation of the campaign next year.

Advertising by the Federation carried a coupon by means of which the public could express itself on the attitude toward the substitution of canned music for living music in the theater. This coupon was worded as follows: "Please enroll me in the Music Defense League as one who is opposed to the elimination of music from the theater." Over 3,300,000 people have signed and returned this coupon, the Federation reports.—[Ed. PRINTERS' INK.]

### Death of E. K. Woodman

Earle K. Woodman, for the last twelve years national advertising manager of the Boston Post, died recently at Winchester, Mass. He was thirty-eight years of age and had been with the Post since he graduated from Harvard College in 1916.

### Appoints Bobart

The American Pinking Shears Corporation, New York, has appointed Bobart Advertising, of that city, to direct its advertising account.

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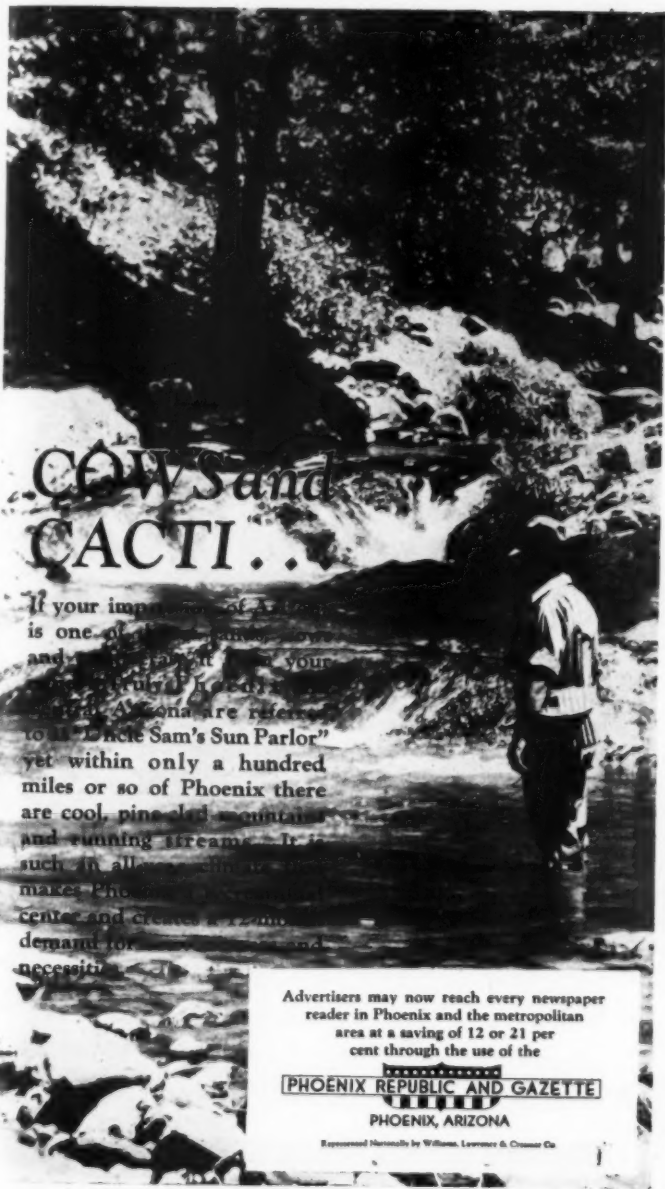
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# COWS and CACTI...

If your impression of Arizona is one of the "cactus state" and a "cowboy" life, your impression is not correct. Arizona is referred to as "Uncle Sam's Sun Parlor" yet within only a hundred miles or so of Phoenix there are cool, pine clad mountains and running streams. It is such an all-around climate that makes Phoenix a desirable center and creates a tremendous demand for necessities.

Advertisers may now reach every newspaper reader in Phoenix and the metropolitan area at a saving of 12 or 21 per cent through the use of the

**PHOENIX REPUBLIC AND GAZETTE**

PHOENIX, ARIZONA

Represented Nationally by Williams, Lawrence & Cramer Co.

# 1931 BILLING FROM INCREASED 31% ...78% OVER 1929

The total expenditure of these 12 representative advertising agencies on the opposite page in True Story during 1931 was \$2,379,411; an increase of \$564,286—31% over 1930 and \$1,045,063—78% over 1929.

In tabular form these facts are:

Total expenditure of these agencies in True Story	1931	1930	1929
	\$2,379,411	\$1,815,125	\$1,334,339
Increase of 1931 over 1930		\$564,286	31%
Increase of 1931 over 1929		\$1,045,063	78%

The average billing of these 12 agencies during 1931 in True Story was \$198,284; in 1930, \$165,011 and in 1929, \$121,304.

Such tremendous gains at this time most certainly indicate that these agencies and their accounts are aware that advertising in True Story is selling merchandise profitably.

Certainly a magazine with gains in 1931 and 1930 has an intrinsic value and worth which warrants a careful study by every advertiser and his agent.

Today's advertising dollar must be spent where sales possibilities are greatest, and the sales possibilities in True Story are as great, if not greater, than in any other magazine published today.

THE ONLY MAJOR MONTHLY MAGAZINE

# FROM THESE 12 AGENCIES 1% OVER 1930.....

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Newell-Emmett Company

PEDLAR & RYAN, INC

ERWIN, WASEY & COMPANY

RUTHRAUFF & RYAN, INC

Young & Rubicam

LAMBERT AND FEASLEY

N-WAYER & SON

MCCANN-ERICKSON  
INCORPORATED

Batten, Barton, Durstine & Osborn

LORD & THOMAS AND LOGAN

J. WALTER THOMPSON COMPANY

THE BLACKMAN COMPANY

GAZETTE A REVENUE GAIN IN 1931

# **POLK'S**

## **Unbiased Consumer Census**

## **Now Completed in**

## **PITTSBURGH**

R. L. Polk & Company, the great fact finding organization, has just completed in Pittsburgh and its trading area the *most complete, unbiased and unprejudiced* consumer study ever undertaken in any market.

Questions were asked women heads of families by carefully trained interviewers. No leading questions were used and no suggestions offered by the interviewers to color or influence the answers. All tabulations were made by machinery providing a mechanical compilation of direct consumer statement.

Facts from this census now compiled will prove a revelation to businesses long established in the Pittsburgh market.



### **R. L. POLK & COMPANY**

*Consumer Research Division*

**POLK BUILDING, DETROIT, MICH.**

7, 1931

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Cosmopolitans

*in*

*Pittsburgh*

Two years ago, in Middletown, N.Y., @smopolitan surveyed 600 families... @smopolitan readers and their next door neighbors... to find why the @smopolitan market was so far superior in its ability to absorb advertised goods.

This fact was isolated:—

The effectiveness of any magazine market lies in its readers' manner of living, which is measured by outgo rather than by income.

**COSMOPOLITAN**, we are told, thus made a definite contribution toward a more exact appraisal of advertising values.

Despite the limited size of the Middletown investigation, this discovery that temperament determines buying habits has been generally accepted and applied.

*Now*, from R.L.Polk and Co.'s 1931 Consumer Study in Pittsburgh comes a two hundred fold endorsement of those facts and conclusions.

Thoroughly impartial and overwhelmingly exhaustive, this survey into the day-by-day lives of 115,000 families started with no preconceived notions. Its results are unbiased and conclusive.

The figures and statements on the following pages are taken from the case histories of over 100,000 big city families. They emphasize and endorse the fundamental truths concerning the difference in buying habits established by the Middletown survey. What Cosmopolitan did in a laboratory, R.L.Polk and Co. did in the field... and the results are parallel!

# BUYING P

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PER CENT AMONG  
COSMOPOLITAN  
FAMILIES

PER CENT AMONG  
ALL MAGAZINE  
FAMILIES

THE  
COSMOPOLITAN  
PLUS

## *Incomes*

*Class A* 19.0 11.6 63.8%

*Class B* 66.4 63.5 4.6%

*Class C* 14.6 24.9 -41.5%

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# G POWER

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	PER CENT AMONG COSMOPOLITAN FAMILIES	PER CENT AMONG ALL MAGAZINE FAMILIES	THE COSMOPOLITAN PLUS
	•	•	•
<i>More than</i> \$25,000 INSURANCE	10.0	4.8	2 to 1
8% OWN HOME	48.0	52.9	-9.3%
6% <i>Have</i> TELEPHONE	88.9	80.9	9.9%
5% SAVINGS ACCOUNT	79.6	74.4	6.9%

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# COMMODITY

	PER CENT AMONG COSMOPOLITAN FAMILIES	PER CENT AMONG ALL MAGAZINE FAMILIES	THE COSMOPOLITAN PLUS	
<i>Owning</i>	•	•	•	<i>2</i>
RADIO	91.2	83.0	9.9%	E RE
VACUUM CLEANER	85.3	79.9	6.8%	AU
ELECTRIC WASHER	70.6	72.8	-3.0%	AU costi

\* Ca

# Y OWNERSHIP

	PER CENT AMONG COSMOPOLITAN FAMILIES	PER CENT AMONG ALL MAGAZINE FAMILIES	THE COSMOPOLITAN PLUS
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## Owniing

9%	ELECTRIC REFRIGERATOR	36.2	24.7	46.5%
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5.8%	ALL AUTOMOBILES	59.1	56.3	4.9%
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0%	AUTOMOBILES costing over \$2000*	5.0	2.3	2 to 1
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\* Cadillac, Cord, Franklin, La Salle, Lincoln, Packard

# BUYING H

PER CENT AMONG  
COSMOPOLITAN  
FAMILIES

PER CENT AMONG  
ALL MAGAZINE  
FAMILIES

THE  
COSMOPOLITAN  
PLUS

NEW CAR  
*bought within  
1 year*

15.8

10.5

50.4%

R  
*bou*

ELECTRIC  
REFRIGERATOR  
*bought within  
1 year*

12.6

8.7

44.8%

VA  
CLE  
*bou*



# G HABITS

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	PER CENT AMONG COSMOPOLITAN FAMILIES	PER CENT AMONG ALL MAGAZINE FAMILIES	THE COSMOPOLITAN PLUS
4% RADIO <i>bought within 1 year</i>	26.0	24.4	6.6%
4.8% VACUUM CLEANER <i>bought within 1 year</i>	15.6	12.1	29.0%

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# BUYING

PER CENT AMONG  
COSMOPOLITAN  
FAMILIES

PER CENT AMONG  
ALL MAGAZINE  
FAMILIES

THE  
COSMOPOLITAN  
PLUS

*Buying*  
WOMEN'S  
DRESSES  
*costing over \$25*

12.9

6.1

2 to 1

*Buying*  
WOMEN'S  
WINTER COATS  
*costing over \$100*

34.6

21.2

63.6%

*Buying*  
WOMEN'S  
HOSIERY  
*costing over \$1.50*

24.6

14.4

70.8%

# G HABITS

	PER CENT AMONG COSMOPOLITAN FAMILIES	PER CENT AMONG ALL MAGAZINE FAMILIES	THE COSMOPOLITAN PLUS
--	--	--	-----------------------------

to 1	<i>Buying</i> MEN'S SUITS <i>costing over \$35</i>	41.9	30.2	38.8%
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3.6%	<i>Buying</i> MEN'S SHOES <i>costing over \$10</i>	25.1	14.9	68.3%
------	---	------	------	-------

0.8%	<i>Buying</i> WOMEN'S SHOES <i>costing over \$10</i>	25.5	6.6	4 to 1
------	---	------	-----	--------

*All these figures boil down to this...*

**COSMOPOLITAN**, through the character and quality of its editorial content attracts and holds a type of reader singularly valuable to advertisers.

These 1,700,000 families combine to an unusual degree the desire to own with the ability to buy and the willingness to spend

Now, in Pittsburgh, as in Middletown, in Hartford and in Brooklyn, **COSMOPOLITAN** families once again are found to

*Buy* **FIRST**  
*Buy* **OFTENER**  
*Buy* **MORE**  
*and*  
**ARE BUYING NOW**

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# Industrial House Magazine Makes Direct Sales

Hanson-Van Winkle-Munning Company Adopts Mail-Order Catalog Methods to Create Sales Interest

A HOUSE MAGAZINE that gets direct sales: That is a seven-word description of the "Hanson-Munning Re-Minder," issued periodically by the Hanson-Van Winkle-Munning Company, Matawan, N. J., manufacturer of polishing and plating equipment and supplies. It represents an interesting experiment in industrial advertising that has adopted mail-order catalog methods to sell a wide line of products ranging from large installations of plating equipment down to buff cloth and wooden-sole work shoes.

The "Re-Minder" is a six-page folder, letter size, one page of which is used as a mailing surface to make the magazine self-mailing. It goes to a wide list of names, representing all types of men who may have anything to say about the purchase of their company's supplies. In one plant it may be received by the president, the vice-president, the purchasing agent and a couple of foremen. The names for its mailing list are gathered by the company's salesmen and so successful has the "Re-Minder" been that the salesmen exercise unusual care in digging up good, live names.

It resembles the average house magazine only in a masthead on the front page. The latest issue contains five full-page industrial advertisements. A new product is announced on the first page, and on the other pages are featured in turn a single-unit plating and rinsing installation, a dryer, petal-

sewed piece buffs and a booklet on analyzing plating solutions. This booklet is played up on a page that carries a coupon.

In several issues the coupon idea has been carried further by using

**LATHES**

For the latest information on the New Standard Lathe, a product of the Hanson-Van Winkle-Munning Company, please send for our new booklet, "Analyzing Plating Solutions." This booklet is played up on a page that carries a coupon.

**BRUSHES**

**PREMIER WIRE BRUSHES**

**SUPERIOR AMPICO BRUSHES**

**CIRCULAR WIRE BRUSHES**

Please choose bold good for any orders received before Nov. 1, 1930

The Mail-Order Catalog Technique as Used in the "Re-Minder"

tipped-in return postcards. In September, when the company created a new label for its Acme White Finish, an actual label was pasted across the bottom of the page announcing the change. Several times, when it has been necessary to announce changes of policy, to reaffirm old policies or to meet competitive situations, the "Re-Minder" has carried pages that did the job.

One of the most interesting fea-

tures of a file of "Re-Minders" is to be found in several issues where the company went frankly mail order and used regular Sears, Roebuck make-up. In one issue of this sort twenty different types of products were featured with prices and with short copy reminiscent of the best mail-order technique. The company reports that these pages have had marked results in pulling direct sales for the items so featured.

The flexibility of this type of industrial mailing is better appreciated if there is set down a list of some things the company is able to accomplish with the "Re-Minder."

1. Feature seasonable products.
2. Push products that it wishes to clean out or that it feels are not getting proper demand.
3. Tell about new policies.
4. Announce new products.
5. Announce new processes.
6. Announce price changes.
7. Tell about the opening of new plants.

8. Announce package changes.

All of these tasks have been accomplished in the two years that the "Re-Minder" has been in existence.

One point should be stressed. In preparing the "Re-Minder" the company has consistently kept in mind the factor of appearance. Every page in the magazine has represented the best in industrial layout, illustration and typography.

### Purolator to Birmingham, Castleman & Pierce

The advertising account of Motor Improvements, Inc., Newark, N. J., Purolator oil filters and cyclator overhead oilers, has been placed with Birmingham, Castleman & Pierce, Inc., New York advertising agency.

### Cape Cod Shirt to Bates

The Cape Cod Shirt Company, Fall River, Mass., manufacturer of Cape Cod shirts, shorts and pajamas, has appointed Charles Austin Bates, Inc., New York advertising agency, to direct its advertising account.

### Joins Shoecraft

Bettina J. Vigleze, formerly advertising manager of the Gotham Knithac Machine Corporation, New York, has been appointed advertising manager of Shoecraft, Inc., of that city.

### "Diamond Blossom" Denied as Trade-Mark for Rings

Registration of the words "Diamond Blossom" as a trade-mark for rings has been denied to R. Harris & Company by the Court of Customs and Patent Appeals on opposition of the Traub Manufacturing Company whose trade-mark on rings is "Orange Blossom." "The goods of the respective parties herein are of the same descriptive properties," states the decision. "We are of the opinion that the marks 'Diamond Blossom' and 'Orange Blossom' are so confusingly similar that registration should be denied to the mark of appellee, the newcomer in the field."

### Appoints Gerber & Crossley

The Ite-co Company, Portland, Oreg., maker of a denture base material, has appointed Gerber & Crossley, Inc., advertising agency of that city, to direct its advertising. The 1932 campaign is now being released consisting of color and black and white pages in professional journals in the dental field. Direct mail will also be used.

Gerber & Crossley, Inc., has also been appointed by Heathman Hotels, Inc., Portland, to direct the advertising of its two hotels in that city. Magazines and direct mail will be used.

### C. D. Proctor Advanced by Remington Rand

Carl D. Proctor, formerly general promotion manager and advertising manager of Remington Rand, has been made general manager of the Baker Vawter-Kalamazoo Division. Mr. Proctor is directing production, merchandising and sales of loose-leaf products, with offices at Buffalo. S. H. Ensinger, who was appointed advertising manager of Remington Rand in April, continues in that capacity.

### Death of

### Hubert F. MacManus

Hubert F. MacManus, son of Theodore F. MacManus, president of MacManus, Inc., Detroit advertising agency, died in Detroit recently. He was associated with his father in the agency. He was twenty-four years old.

### Tastyeast Account to Federal Agency

Tastyeast, Inc., formerly Green Bros. Company, Springfield, Mass. Tastyeast candy bars, has appointed the Federal Advertising Agency, Inc., New York, to direct its advertising account.

### Joins Griswold-Eshleman

Robert Godley, formerly with the Cleveland Press, is now with The Griswold-Eshleman Company, advertising agency of that city, as an assistant account executive.



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# I'll Spend Christmas ---and a Lot More



There's only one time in the year when my wife doesn't bawl me out for spending money—and that's Christmas. No matter how much I pay for her present, she never reproaches me. And when it comes to spending money at Christmas, she's not such a slouch herself. But, really, we're all spenders out here—there's something about Los Angeles that makes penury impossible. Just to illustrate: Annual per capita retail sales throughout the United States are only \$407.52; those of the state of California are \$575.73—the highest of any state in the Union—and those of Los Angeles are \$738.31! And our Market Research Bureau just told me why Los Angeles stores are so fortunate. You see, the city is surrounded by a flock of opulent suburbs, and whenever their residents need anything, from a croquignole to a new superheterodyne, they just motor into Los Angeles and buy it. There are 1,075,765 of these Moderns just outside the city gates, and with the 1,238,048 residents of the city, they constitute the Los Angeles Metropolitan District, the fourth largest market in America. And can you blame them for preferring The Examiner, with the largest morning and Sunday circulation in the West—more than 200,000 daily and in excess of 440,000 Sunday? And, by the way, if you're prospecting for a likely spot where you can sink a little sales effort and strike pay dirt, just ask any Examiner representative to show you the latest market survey of Los Angeles.

W. W. CHEW  
372 Madison Ave.  
New York

S. P. LA DUE  
825 Hearst Bldg.  
San Francisco

J. D. GALBRAITH  
612 Hearst Bldg.  
Chicago

A. R. BARTLETT  
3-129 General Motors Bldg.  
Detroit

## LOS ANGELES EXAMINER

Put Your Message Before the Moderns

## \$18,000,000 to Advertise Electric Refrigerators

TELEGRAM  
SAN FRANCISCO, CALIF.

Editor of PRINTERS' INK:

Very anxious to ascertain approximate annual sum spent for advertising in entire nation during recent years by electric refrigerator manufacturers classified by mediums if possible.

LEON LIVINGSTON  
ADVERTISING AGENCY.

**T**HE Electric Refrigeration Bureau, a national co-operative selling organization sponsored by the National Electric Light Association, has approved plans for the expenditure in 1932 in newspapers and magazines of approximately \$3,000,000 by the national and local bureaus. This co-operative advertising, plus the other advertising to be placed in magazines and newspapers during 1932 by the manufacturers of electric refrigerators, it is reported, will total some \$18,000,000.

During 1931 around \$16,000,000 is being invested in publication advertising. By the end of the Christmas selling season more than 1,000,000 electric refrigerators will have been sold with a total selling value of \$250,000,000.

The advertising and sales activities of most of the leading electric refrigerator manufacturers have been described in PRINTERS' INK and PRINTERS' INK MONTHLY. A list of the titles of fifty-three articles and the dates of issues in which they appeared may be had for reference purposes.—[Ed. PRINTERS' INK.]

## Death of Isaac H. Blanchard

Isaac H. Blanchard, founder of the Blanchard Press, New York, died on December 11 at East Orange, N. J. He was sixty-nine years old. Mr. Blanchard had retired from active business in 1920, and had sold his interest in his company last April. He entered the printing business in 1883 when he purchased a half interest in the printing business of Fred Oberhauser at New York. With the earnings from this business he paid his way through college and, in 1891, he acquired the other half of the business, which later became the Isaac H. Blanchard Company.

## Organize New Industrial Service

Sheldon, Morse, Hutchins & Easton is a new organization which has been formed, with offices at 191 West 10th Street, New York, as marketing counsel to manufacturers of industrial products. Members are Dr. H. H. Sheldon, of New York University, H. A. Morse, president of H. A. Morse, Inc., L. W. Hutchins, director of public relations of the Swann Chemical Corporation, and Dr. W. H. Easton, who was for many years with the advertising department of the Westinghouse Electric & Mfg. Company.

## New Account to Larchar- Horton

The North & Judd Manufacturing Company, New Britain, Conn., saddlery hardware, personal hardware and metal trimmings, has appointed the Larchar-Horton Company, Providence, R. I., advertising agency, to direct its advertising account. Magazines, business papers and direct mail will be used.

## J. G. Harbord, Director, New York Life

James G. Harbord, chairman of the board of the Radio Corporation of America, has been elected a director of the New York Life Insurance Company. His election fills the vacancy created by the death of Fleming H. Revell, publisher, who had been a director since 1906.

## Appoints Armstrong, Gordon & Hunter

Perma-Facial, Inc., New York, has appointed Armstrong, Gordon & Hunter, advertising agency of that city, to direct its advertising account. Magazines and newspapers will be used.

## Advanced by Gottschaldt- Humphrey

William W. Neal, a member of the copy staff of Gottschaldt-Humphrey, Inc., Atlanta advertising agency, has been elected secretary.

## Seattle Curb to Advertise

The Seattle Curb Exchange has appointed Frederick Duerr, Inc., advertising, of that city, to direct a newspaper advertising campaign.

## Has Skin Lotion Account

Velogen, Inc., New York, has appointed Churchill-Hall, Inc., New York advertising agency, to direct the advertising of its Velogen skin lotion.

## Toronto Agency Elects

Kenneth F. Pettis, managing director of George H. MacDonald, Ltd., Toronto advertising agency, has been elected vice-president of that agency.

# 1932 Will Be Another "Buyers' Year"

RETAILERS will buy, and cannily, only what they know they can sell.

Consumers with the necessary where-withal aren't likely to loosen their purse strings too freely—or too suddenly.

And so the wisest among advertisers will concentrate their efforts in those mediums known to reach the greatest possible number of able-to-buy families.

Mediums, for instance (though such don't abound) like this 37-year leader in its field . . . the

## San Francisco Examiner

A scientific study of this Northern and Central California Market shows definitely and accurately the character as well as the scope of Examiner coverage. It is available, upon request, in Chicago, New York, as well as San Francisco, to any interested executive.

# 151 Communities

*buy in Boston . . . and*

Any map can tell you where Boston begins and ends . . . but to find out where the limits of the *shopping area* are, ask the leading retail merchants.

Boston merchants find that they serve no less than 151 separate communities . . . communities of suburbanites, of commuters, of *buyers*. {People who live in houses need more than "cliff dwellers."}

And you can reach these families with ONE paper! Beyond any doubt that paper is the GLOBE.

Sunday circulation shows where readers live . . . not just where they patronize newsstands. And the Globe's records show an amazing concentration of circulation in those communities which Boston merchants them-

## THE BOSTON

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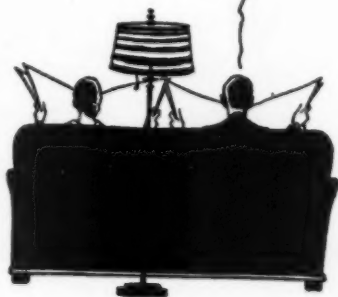
# ONE PAPER

*goes to them all!*

selves have defined as the shopping area of this great New England market.

Daily and Sunday, in this shopping area, the same number of people read the Globe . . . for this is the one Boston paper that holds its circulation *seven days a week!*

*Follow the lead of these merchants who know what results they can count on from each paper they use . . . concentrate your advertising in the daily and Sunday editions of*



## GLOBE

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## Chesterfieldian Variety

**E**IGHT advertisements in a three-week newspaper schedule, yet each advertisement distinctively different. It is this element of variety which is the chief characteristic of current Chesterfield cigarette advertising.

Each advertisement is a link in a chain which starts with a statement of Chesterfield qualities. Subsequent copy treats these qualities in detail. The last is a brief which summarizes the story that has been built, step by step.

There is one school of campaign planning which, having developed a theme and a style of layout, follows through on this pattern. Text and illustration change, but their placing varies little. It is held that this method readily identifies the advertiser in the reader's mind as he comes to what he recognizes as a familiar message. Chesterfield realizes the value of this identification yet it does not want a reader to spy its copy and say to himself "Here's another Chesterfield ad" and pass on.

Hence, the varied approach in

treatment as shown in three advertisements here reproduced from the series of eight.

It is felt the series will also get the attention of those who merely glance and pass on. Prominence is given either to package or slogan or both so as promptly to register thought for Chesterfield.

Four points are driven home in the series. The introductory advertisement carries a large full-length picture of a man. Headlines lay the foundation for the series. "Why do more and more smokers say 'I've changed to Chesterfield?'" the caption inquires. Explanatory text states that this is so because "They're milder," "They taste better," "They're pure" and "They Satisfy." Purity is the theme of the second advertisement which reproduces an open package of the product.

There is a marked swing to different treatment in the third installment. Taste is discussed. A close-up shows a woman shopper putting a package into her purse, while a smaller picture shows just the head of a woman who is clearly registering satisfaction with her favorite cigarette.

The final advertisement, without cutting down the size of illustration, has less white space. Long copy chiefly differentiates it from its predecessors.

Sometimes illustrations which appear in the newspapers also are used, later, in magazines. Here variety is achieved through color presentation. A girl shown in a black-and-white illustration, it is pointed out, would never be taken for the same girl when her picture is reproduced in color. Newspaper schedules call for frequency of insertions and, therefore, variety to get away from routine acceptance,

**WHY**  
do more and more  
smokers say:

*"I've changed to  
Chesterfield"*

**BECAUSE . . .**

**THEY'RE MILD.** It's the reason! The less tobacco—the less nicotine and tar—the smoother the taste—the less you get that "throat burn" and irritation in the throat. The less you get that "throat burn" and irritation in the throat. The less you get that "throat burn" and irritation in the throat.

**THEY TASTE BETTER.** There's a subtle difference in the taste of Chesterfield cigarettes. There's a subtle difference in the taste of Chesterfield cigarettes. There's a subtle difference in the taste of Chesterfield cigarettes.

**THEY'RE PURE.** Chesterfield cigarettes are pure. Chesterfield cigarettes are pure. Chesterfield cigarettes are pure. Chesterfield cigarettes are pure. Chesterfield cigarettes are pure.

**THEY SATISFY.** The best of all is the fact that Chesterfield cigarettes are pure. Chesterfield cigarettes are pure. Chesterfield cigarettes are pure. Chesterfield cigarettes are pure. Chesterfield cigarettes are pure.

and monotony. Variety in approach puts a new dress each time on the message which the advertiser puts before the public.

While the size of each advertisement is the same, there is change in the measurements. Some are longer lengthwise. Others have their length crosswise. Size of type in the captions in some instances is forty-two point italic and, in one headline, hand-lettered type to the size of 1½ inches is used.

Variety also extends itself to the form in which the copy message is delivered. Sometimes the text is all in quotes, with the person illustrated talking for Chesterfield. Again, quotes will be dropped entirely with the advertiser talking directly to his audience.

Each of the six advertisements which appears between the initial and final instalment, though it deals with some one of the four qualities, always summarizes and ties up the particular quality dis-

Pure food, pure milk, pure water—  
in all the things you eat or drink,  
you want absolute purity.

## Purity counts in cigarettes, too

Making cigarettes so pure as they can be  
made is our business. And it's your business,  
too—because you smoke them.

All the materials that go into the making  
of Chesterfield cigarettes are tested again and  
again for expert scientific standards so that  
they are absolutely clean and pure. Just like the  
things you eat or drink.

So when it says, "The right kind—mild,  
smooth and ripe!"—that's the standard by the  
most modern scientific.

It says it all, Clean. White. The best  
cigarette paper that money can buy.

There is cleanliness in every way of Chester-  
field's manufacture. Old-fashioned methods  
have been discarded, and Chesterfields are  
made and packed in modern sanitary factories  
where even the air is washed, and changed every  
four-and-one-half minutes.

Every day more men and women are changing  
to Chesterfields. And changing for good!  
Pure big reasons about the choice. Make—  
Your Choice—Pure—Clean!



cussed to the others. For example, if mildness is the copy subject, text explains that because the product is milder, the cigarettes taste better, they're pure, and, in conclusion, emphasis is placed on the famous Chesterfield slogan "They Satisfy."

## Smart SHOPPING

"How good is it?"  
That's it!

Almost everything and everything they buy,  
they never forget to ask the question—  
"How good is it?"  
Chesterfield smokers realize when they  
buy their cigarettes that way.

With almost anyone on smart shopping,  
they buy "cheap" for the right reason, satis-  
fied, because they know that's good. And  
they won't take anything else.

"How good" are Chesterfields? Well, con-  
sider their standing.  
Smoked and recommended... among many  
smart shoppers. Smoked first by troops and  
commanders... then recommended again and  
again... as produce a better and cleaner taste  
than Chesterfield's choice.

They have no get this better taste...  
that's why Chesterfields are sold in the vil-  
lages and towns that money can buy.



And the package... clean, bright, fresh-looking...  
the best made to appear, for here right  
it is!  
"How good" are Chesterfields? Well, con-  
sider their standing.  
Smoked and recommended... among many  
smart shoppers. Smoked first by troops and  
commanders... then recommended again and  
again... as produce a better and cleaner taste  
than Chesterfield's choice.

They have no get this better taste...  
that's why Chesterfields are sold in the vil-  
lages and towns that money can buy.

"See, I shop for cigarettes—Chesterfields satisfy me!"





# We just love our

GOOD HOUSEKEEPING MAGAZINE

You will find the renowned set of approved of Good Housekeeping Institute on a great selection of household appliances offered for sale in Gimbels Housewares Department.

## CALENDAR

of housewares to be given Good Housekeeping Seal

Monday	7:15	Mr. & Mrs. J. J. J.	Mr. & Mrs. J. J. J.
Tuesday	8:30	Mr. & Mrs. J. J. J.	Mr. & Mrs. J. J. J.
Wednesday	7:15	Mr. & Mrs. J. J. J.	Mr. & Mrs. J. J. J.
Thursday	7:15	Mr. & Mrs. J. J. J.	Mr. & Mrs. J. J. J.
Friday	7:15	Mr. & Mrs. J. J. J.	Mr. & Mrs. J. J. J.
Saturday	7:15	Mr. & Mrs. J. J. J.	Mr. & Mrs. J. J. J.
Sunday	7:15	Mr. & Mrs. J. J. J.	Mr. & Mrs. J. J. J.
Monday	7:15	Mr. & Mrs. J. J. J.	Mr. & Mrs. J. J. J.
Tuesday	8:30	Mr. & Mrs. J. J. J.	Mr. & Mrs. J. J. J.
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Friday	7:15	Mr. & Mrs. J. J. J.	Mr. & Mrs. J. J. J.
Saturday	7:15	Mr. & Mrs. J. J. J.	Mr. & Mrs. J. J. J.
Sunday	7:15	Mr. & Mrs. J. J. J.	Mr. & Mrs. J. J. J.

Mr. & Mrs. J. J. J. will give the 1st prize and 1st prize

Gimbels and Good Housekeeping will furnish you with hundreds of ideas as to how to make your home more hospitable and your housework easier during the coming holiday season.

# GOOD HOUSEKEEPING

Everywoman's Magazine

The advertisement of Gimbels which appeared in the New York Times and New York American during the week of November 8, 1931. It is one of more than 5,000 exhibits dealers themselves made in 1931 to promote merchandise advertised in and guaranteed by Good Housekeeping.

Naturally, the manufacturers whose products are advertised by Good Housekeeping benefit by this spotlighting by leading retailers.

The appearance of a product in Good Housekeeping's advertising pages is a signal for its merchandising by dealers everywhere because they have discovered for themselves the power Good Housekeeping has to move goods from their shelves.

around and talk about. We do everything within our power to make life enjoyable whether you live on a modest or elegant scale—and we overlook no detail, from the lowliest picnic to the most glorious drawing-room. From men's studies to nurseries dancing with happy colors. It's our homework and we love it. There's another institution that you know that devotes itself to the gracious art of fine living—Good Housekeeping Magazine—with page after page crammed full of new ideas for your homes. Isn't it natural, then, that Gimbels and Good Housekeeping should join forces?

## Good Housekeeping WEEK AT GIMBELS

Monday, November 9, through Saturday, November 14

not to celebrate a brand new occasion but just to remind you how clearly the standards of both these institutions coincide. We've arranged displays on practically every floor, bringing to the eye the impressive portion of our merchandise that day in and day out, we offer for sale—merchandise which bears the personal stamp of approval of Good Housekeeping. Some of the exhibits of that magazine have graciously worked with us, duplicating pages from Good Housekeeping—making colorful illustrations of the current house take form in three dimensions. These displays are a joy to look at, but they're more than that. They're yours to buy, to use, to enjoy. They are good housekeeping, the fine art, and "Good Housekeeping," the magazine, come to life—where they belong—right here at Gimbels.

# And They Wonder Why Sales Are Slow

By Frederick E. Gymer

MY car is a four—1927 vintage and cost \$1,200. Today a mighty fine eight could be bought for that price, and even though the old machine still runs well the thought of a new bigger car interests me. Strange, isn't it, that the dealer from whom I bought four years ago has never followed me up to see whether I'm interested in a new model.

Furniture doesn't last forever, and one or two children in the house can take years off the already short life of modern furnishings. Our house was furnished eight years ago and many of the pieces need replacing. I wonder why our furniture dealer doesn't call, say once a year, to make suggestions and put over some selling talk on new styles. We're in the market but we must be pushed.

We regretfully passed up our first choice in electric refrigerators and selected number two because of the height of the first. A cupboard in place in the alcove prevented our using it. Remodeling the cupboard would have cost less than \$5 but the salesman for number one wasn't smart enough to see it. Perhaps a lot of sales are killed for that company because of situations like ours. Slight alteration charges, to be charged to selling costs, or shorter legs on the refrigerator, are two ways out.

My wife needed a new belt for her washer so I stopped in a big department store for one. No belts of the make I wanted were in stock but one would be delivered to my home from their warehouse. Two days later it arrived but—wrong size. On my second trip to the store to return it I took the old belt along. A second belt was delivered and the old one returned but again—wrong size. A third trip to the store brought the in-

formation they had no belts that would fit. I found what I wanted at another store and 20 per cent cheaper at that.

Once a month for two years I have been buying odd lots of building supplies for a summer cottage. In all that time the building supply dealer who does an enormous coal business has never asked where I buy my coal. While he sits and ponders over dull business I continue to buy coal from another dealer. A word from the first would induce me to deal with him.

One manufacturer makes a vacuum bottle with a brass cap which screws on a steel shell. In use, moisture rusts the threads on the shell. The dealer from whom I bought it and to whom I complained could make no adjustment except to suggest he would be glad to wipe off the rust. My next vacuum bottle will not be that brand and won't be purchased from my regular dealer.

Buying a morning paper in the drug store is a hurried job because I'm usually late for work. Never yet have I found clerks near the cash register to make change for me as I hurry through the purchase to catch the car. One of these days I'll stop patronizing that store.

My wife asked me to exchange a wrong size garment delivered by a clothes shop. Taking time from a busy day I found twenty customers at the exchange desk. One adjuster was on duty. Perhaps to save time in the future it would be wise to buy elsewhere.

My garage man knows my water pump leaks every few months. At the approach of winter will he call me in to have it repacked and tightened so the alcohol won't leak out? I am positive he won't, so I'll

waste a couple of gallons of alcohol before I become exasperated enough to take the car in of my own accord.

\* \* \*

I answered an advertisement of a slate manufacturer. The repre-

sentative who called represented other building material manufacturers and spent an hour telling me that I should not use a slate roof. The roof question is still undecided but I don't think I'll use slate.

## What Groucho Says

Completely Indifferent to the Old Shop. He Proves It

**DEAR FELLER:** Didn't know Coty was all over the lot here in France. Visited a perfumery factory in Cannes. Got just as good a system for showing off a plant and making people buy samples as I ever saw in Massachusetts. Kind o' jars my patriotism to find advertising so good in France, and when it comes to posters in Europe—well, Skippy and some other art directors otta come over and peek around a bit.

But I'm not interested in ads now or ever more. Want you to find out what something means. Leaving London, I got a cable from Boss, saying, "Don't get too far from a New York steamer." Had the idea that maybe some client told Boss he ought not fire Groucho. Felt pretty good after all, though I don't care a hang.

In Nice I got a letter from Boss, dated two days *after* the cable, saying he hoped I was having a grand time and I must be sure and visit both Egypt and Palestine before I got back and it wouldn't be a bad notion for me to take a look at Russia. Then I got the idea that mebbe somebody had said to Boss, "Bill seems to be handling Groucho's stuff just as well as Groucho did, mebbe better."

See if you can get the low down on it. And say, if Kane, the Sports Merger man, should come in and we should hook him, find out if he says anything about hoping that Groucho can handle the account when he gets back. Not that I care a hang.

Last a hundred francs at boule at the casino last night. If I ever get another cable from Boss think I'll go over to Monte Carlo and take a little fling. The color of the Medi-

terranean is very, very lovely. Got a letter from Gates saying his partnership offer was still open and I may go over to Monte Carlo tonight. I don't think boule is so hot, too many chances for the bank. Gotta be, I suppose, cuz they gotta make a profit and pay big taxes besides. But speaking of the beautiful blue of the Mediterranean, it's just about the color of that dainty sketch of Blakeley's which we liked so much and which Biddle turned down because he's for Harvard instead of Yale and blue gets on his nerves. Got an idea that mebbe the Mediterranean got its color from Maxfield Parrish.

Funny thing about money here. At home I always carry forty or fifty plunks more'n I need in case I should run on to a client who otta be blown to booze. Can't get over the idea, and every once in a while I'm surprised to find I've always got the extra thousand francs left in my jeans. Got so now I'd really *like* to blow a client to something. Drinking very little these days. Why? Cuz it is so easy to get and cheap to buy.

Great stuff, this is. Not a care in the world. Business a million miles from my thoughts. Think I'll write to each of my ex-clients and mebbe put in an idea or two about their business. Naturally when one's mind is at rest a few ideas come into it.

Say, a lotta ads over here are quite simple. They just tell you to eat something or wear something or put something on your face. Awful confession, I know, but I kinda like 'em. Say, I haven't written you a single word about cathedrals, and I've seen a million.

GROUCHO.

# Copy Principles to Use, Not Abuse

By Francis W. Dickey

Vice-President and Economist, First National Bank of Milwaukee

MUCH that goes under the name of advertising leaves the average man in the street in a state of doubt and confusion, not to say opposition. The reason is that it is haphazard and planless.

Its appeal is dispersed among thousands of articles and prices rather than concentrated on a few definite ideas. Excessive competition tends to produce haphazard advertising, each advertiser trying to outdo the other. The result is that the public is "steamed up" rather than made to think or even to feel. This is the reverse of the careful forethought and planning which make for a stable business.

High-grade advertising copy is not the product of inspiration but of long hours of study and much hard work. It cannot be intelligent or intelligible otherwise. The man who would advertise intelligently and profitably must know business, particularly his own business. His advertising copy, to be effective in the long run, has got to dovetail with his business, reflect its character, its policies and its management. Likewise, behind advertising, needless to say, must be a profound knowledge of human psychology.

Sometimes when I read certain advertisements I wonder what human nature is becoming anyway.

Study, research, are as much the advertisers' tools as they are the economists' or the scientists'. The rules for the content of advertising copy are just about the same as for good writing, and good journalism—simplicity rather than profusion, suggestiveness rather than assertiveness, concentration instead of dispersion of ideas, variety in place of tedious repetition, sincerity in preference to sensationalism.

\* \* \*

Obviously, in times like these advertising must display adaptation

Excerpts from a talk before the Milwaukee Advertising Club.

to conditions. It is more than ever necessary to emphasize value standards. Emphasis today goes on practical rather than esthetic values, on necessities rather than luxuries, on lasting rather than ephemeral qualities.

If advertising is to play a part in business recovery, it must proceed on the basis of realities today, not on the unrealities of two years ago or on some miracle expected in the future. A period of falling prices may bring either cut-throat and destructive competition or a greater appreciation of real values, depending upon where the emphasis is placed.

## No Puzzles for Salesmen

Certain types of contest and puzzle advertising are condemned in a resolution passed by the National Association of Direct Selling Companies, Inc., Palmer, Mass. These methods are declared harmful to the industry, to the interests of advertisers and to the public.

A trade practice rule has been adopted which prohibits membership in the association or maintenance of membership to those concerns who attempt to procure salespersons through the medium of puzzles, prize contests, naming contests or similar schemes and devices, whether by advertising or otherwise.

Sponsorship of such contests is condemned as contributing serious damage and unfair competition to concerns honestly selling merchandise direct to consumers who depend upon merchandise value and service for the procurement of sincere representation and distribution.

## Earl Hadley Appointed by Grigsby-Grunow

Earl Hadley of the sales promotion division of the Grigsby-Grunow Company, Chicago, manufacturer of Majestic radios, has been appointed acting advertising manager of that company. He succeeds Duane Wanamaker, who has resigned.

## New Account to Wesley Associates

The Maharam Textile Corporation, New York, manufacturer and importer of display and theatrical fabrics, has appointed The Wesley Associates, advertising agency of that city, to direct its advertising account.

# We're Celebrating Our Fiftieth Birthday

**F**IFTY years ago—December 4, 1881—the Los Angeles Times said in its inaugural issue:

"This newspaper has but few promises to make other than that it will work earnestly and strenuously . . . for the general improvement and welfare of the southern counties of California . . . will be subservient to no other interests other than those of public weal."

The Times is proud to have been, during the ensuing fifty years, a chief agency in bringing about the most remarkable growth and development in the history of the world.

The village of Los Angeles in 1881 had but 11,183 inhabitants. A half century later, Los Angeles is fifth city in the United States with a population of 1,238,048, while its metropolitan area, as shown by the census, contains 2,318,526, being exceeded only by that of New York, Chicago and Philadelphia.

The first edition of the Los Angeles Times—Sunday, December 4, 1881—contained 287 inches of reading matter, and 301 inches of advertising. The corresponding edition, Sunday, December 6, 1931, contained 10,254 inches of reading matter, and 10,044 inches of advertising, or more than any other Sunday newspaper on the Pacific Coast.

## Los Angeles Times

*Eastern Representative: Williams, Lawrence & Cresser Co., 360 N. Michigan Blvd., Chicago; 10-169 Gen'l Motors Bldg., Detroit; 285 Madison Ave., New York. Pacific Coast Representative: R. J. Bidwell Company, 743 Market St., San Francisco; White Henry Stuart Bldg., Seattle.*



# Faith

**W**HERE can you find a better example of Faith than in the confidence with which advertisers spend large sums?

To be sure, theories have long since crystallized into laws. No longer is advertising a venture, an intrepid plowing of virgin acres. Experience and history have achieved countless successful harvests.

And yet is Faith a factor—no less noble because it deals in dollars; faith in product, faith in methods, faith in men; faith that the investment will return with profit.

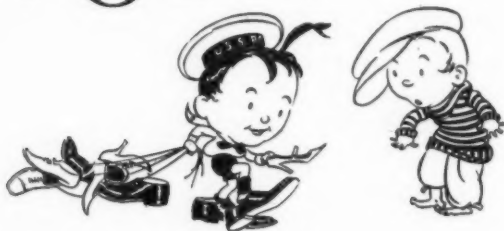
Experience has taught us many things; and prominent among them is profound respect—for that faith which is yours; and ours.

**Williams & Cunnyingham**  
*Advertising*

6 NORTH MICHIGAN AVENUE · CHICAGO  
PHILADELPHIA . . . . . ROCKFORD



In Portland  $\frac{1}{2}$  the families  
buy 80% of the shoes



**P**OST WAR conditions encouraged extravagance in advertising, and many advertisers spent their money hit or miss in the belief that every retailer could be sold at a profit. But you can't get blood out of a turnip, and never could, so manufacturers who have investigated, studied and analyzed their markets are commencing to concentrate on Able-to-Buy families.

In Portland, a market study brought to light the astounding fact that half of the families purchase 80 per cent of the shoes sold by the retailers. And the Portland market is no different from other

markets, the country over, except that the average annual income is greater than the national average. In thousands of homes each member of a family must be content with one pair of shoes a year; in other families each member of the family has two or three, or more, pairs of shoes.

A small group of dealers sells the bulk of Portland's shoes. These dealers can be sold profitably. And the Portland people in the Able-to-Buy families who purchase the bulk of the shoes can be reached profitably if you have the key.

*The Portland Market Study is the key to profitable selling in Portland. It enables selling organizations to contact the proper retailers without loss of time or wasted effort. Ask your Portland representative to make an appointment with The Oregonian to see this Market Study.*

## The Oregonian

PORTLAND, OREGON

National Representatives

WILLIAMS, LAWRENCE & CRESMER

New York

Chicago

Detroit

San Francisco

Los Angeles

Seattle



## Scared Cats and London Ladies

**W**HY in the name of Aimee Semple McPherson don't those advertisers who are hiding down in the cyclone cellar wake up to the value of small space? If



All the most amusing people shop on The JAEGER Fashion Floor, Oxford St

**JAEGER**

the till is low, money hard, if they're just scared of big space, let us see their names again in small space.

What's the matter? Are they crazy, those birds who dropped out?

Look here what Jaeger is doing in the foggy city on the Thames. Clever, readable, brief and bright. The advertisements stopped me

For something utterly flauntworthy—The JAEGER Fashion Floor, Oxford Street.



**JAEGER**

and I'm human, not so bright. I like them both, copy and illustration. Note people standing on hands, "all the most amusing people." Note such words as "utterly

flauntworthy" and coats from "benign and natural camels."

I'm told they were designed by a girl in a London agency. There is an idea for girls, young men, old men over here. Go out with a bright idea, good illustrations and sell a small space series to big magnates in seventeen distinct and different lines of industry who "aren't doing anything just now." Drag them away from wailing walls wet with tears.

Let the growing generations see their names again.

COATS FROM benign and natural camels—at the JAEGER fashion floor, Oxford Street

**JAEGER**



Boys and girls are getting married this year; kids are learning to read.

If we can steam up some of those scared cats (any within sound of my voice), sell 'em small, bright space, it will be the cats for everybody concerned.

Advertising of course ought to be big, bold and aggressive now. But, lacking that, it is remarkable what can be done with the smaller space units.

They know how in London.

R. D.

## Enthusiasm

"**M**AKE this simple test—right in your own kitchen. Toast a slice of Slo-Baked Wonder-Cut Bread. A slice of any other bread. For the same length of time. Compare them. Wonder-Cut wins, of course. It *can't* lose, because it's perfect bread."

"The proper use of our Paper Towels [A. P. W.] is a recognized protection against colds, infantile paralysis, pneumonia, rheumatism, tuberculosis, whooping cough, ty-

phoid, measles, scarlet fever and other contagious diseases."

"Ben-Hur. A picture so gigantic that it took four directors three years to produce it. Here's the greatest dramatic spectacle that ever leaped to life from the screen!"

"Switzerland has its 'Matterhorn'—The Monarch of the Alps—but America has—Douglas Auto Electric Parts."

# Arbitration Board for Advertising Planned

National Better Business Bureau Suggests Establishment of Committee of Business Men as Added Agency of Self-Regulation

**A**DVERTISING contemplates a further step in its task of maintaining order in its own ranks. It is a move forward by the National Better Business Bureau to meet the practices now under fire by critics within and without the industry who see public confidence being abused and dissipated by advertisers' use of disparaging competitive copy, false and misleading claims and other evil practices.

There is a growing demand for advertising to take measures to protect public confidence in advertising. "Whose job is it?" asks the Bureau. "Should Congress enact restricting legislation? Should the courts or the Federal Trade Commission do it?"

With the thought that the advertising industry will prefer to take steps to examine its practices and exert its influence against those practices deemed unsound, the Bureau suggests the establishment of a "Review Committee on Fair Business Practices." The committee shall only review cases at the request of the advertisers or upon the Bureau's invitation, after such advertisers and the Bureau have been unable to agree on the premise whether such advertising and selling practices are fair and worthy of public confidence.

## *Twenty or More Executives Will Serve on Committee*

Through this added agency of self-regulation, it is believed that business executives who desire and intend to use only fair business practices may obtain the opinion of other business executives acting as a quasi-judicial body. The committee will consist of twenty or more executives representing diversified business interests. Those accepting appointment will agree to contribute their services for one year. Five members will constitute a quorum. A hearing under review will only be held before members

representing non-competitive business interests.

The Bureau agrees to provide a secretary whose duty it shall be to attend all meetings, and to keep a summary record of the hearings.

## *Opinions of Committee to Be Limited*

The committee will act informally and as an intermediary only and will limit its opinion to the question: "Do the practices of the advertiser under review constitute unfair competition and/or practices detrimental to public interest." The committee shall not be held liable for any opinion it may express. A majority opinion of the committee in meeting shall constitute the committee's official opinion.

Services of the committee will be utilized where an advertiser disagrees with the executives of the Bureau and declines to discontinue, on recommendation of the Bureau, practices which the Bureau considers unfair. Said advertiser will be invited to refer the matter to the committee or he may request that it be so referred.

Both parties shall be confined strictly to the issue under review and shall not be permitted to introduce or discuss any other alleged unfair practices. Expert testimony may be presented by witnesses or in writing. Both parties shall be represented with or without counsel.

It is the opinion of Bureau executives that many advertisers will be more readily influenced to discontinue practices which are freely and sometimes publicly criticized as confidence destroying and injurious to advertising, when the Review Committee and its functions are brought to their attention. In conjunction with the work of the Bureau, the plan aims to provide a broad and equitable system of self-regulation by business.

**T**HE leadership of the Washington (D. C.) **Star** in advertising lineage continues. For the eleven months of 1931 **The Star** has published more advertising than any other newspaper in the United States.

And the Washington Market is highly attractive, especially in these times, because of the constancy of its employment; the stability of its wage; the aggressiveness with which local outlets are campaigning for business and the success which attends their discriminating efforts—reflected in the lineage which **The Star** is carrying.

Justified by the results obtained—for 97% of **The Star's** Evening circulation and 96% of **The Star's** Sunday circulation being confined exclusively to the Washington Market.

New York Office  
**DAN A. CARROLL**  
110 E. 42nd St.

Chicago Office  
**J. E. LUTZ**  
Lake Michigan Bldg.



# ★ It Takes Penetration to SELL the Business Market ~ ~

**city by city**—industry by industry, NATION'S BUSINESS is ready to prove with actual subscriber checks, giving individual names and titles, that its PENETRATION of the business market is economical and adequate. In circulation, in reader regard and in low cost, its leadership is unquestioned.

Superficial Coverage won't  
do the job • NATION'S BUSINESS,  
alone, of all Business Magazines,  
offers PENETRATION . . . .

**IN MILWAUKEE, for instance:**

Among 54 of the 59 leading business establishments  
of the city, NATION'S BUSINESS has 197 executive sub-  
scribers. That's 92% coverage of firms, and an average of  
3.6 officers and directors in each.

**That's PENETRATION**

# Who BUYS...

## and who can only

# READ?

Newspaper audiences today are divided into two classes: Those who *buy*, and those who can only *read*.

A circulation among those whose buying power has been curtailed, obviously, cannot produce results, regardless of how carefully the advertising is prepared or how attractive the values that are offered.

For over fifty-three years the Seattle Post-Intelligencer has reached the most selective buying audience in the Pacific Northwest. It is traditionally a *quality* newspaper, read by the representative citizenry and appealing to that selective group of moderns who have the money to purchase every necessity and many luxuries.

Fields that were fertile *yesterday* are *sterile* today. Media which produced results in other years cannot be depended upon for resultfulness when their audiences have no *power to buy*.

In Seattle, there is being shown a very tangible manifestation of trend to the Post-Intelligencer. This is reflected in ever-growing reader interest among those who have awakened to the realization that the Post-Intelligencer is a complete, *full measure* newspaper, winning and holding its audience upon sheer merit.

Reader interest *plus* buying power is a combination which in this era of intensive merchandising cannot be overlooked.

Advertisers are invited to learn *all* the facts concerning the audiences who actually *buy*, as opposed to those who can only *read*.

**Get the complete Market Facts from our  
nearest National Representative:**

W. W. CHEW.....572-6 Madison Ave., New York City  
J. D. GALBRAITH.....612 Hearst Bldg., Chicago, Ill.  
A. R. BARTLETT....3-129 Gen'l Motors Bldg., Detroit, Mich.  
SLAYTON P. LADUE..625 Hearst Bldg., San Francisco, Calif.

## SEATTLE

# POST-INTELLIGENCER

*The Quality Newspaper of the Northwest*

# A Merchandising Plan That Cut Distributing Costs 75 Per Cent

The Norwalk Tire & Rubber Company Threw Over the National Market and Developed Door-Step Business on a Unique Basis

Based on an Interview by Henry Burwen with

**John W. Whitehead**

President, Norwalk Tire & Rubber Company



Blank & Stoller

THIS is one of those stories fascinating to hear about in these times, of a concern that has found a way to beat the depression. It is the story of a bold stroke of business policy that might have turned out badly but proved to be salvation; of an idea applicable to others saddled with high distributing costs. It is the story of the Norwalk Tire & Rubber Company in Norwalk, Conn., of how it is keeping 350 men employed this year as against 150 last year, is running 66 per cent ahead in volume. For the year ended September 30, 1931, the company reported operating profits of \$117,514 as compared to a deficit for the previous year.

What makes the story all the more interesting for many readers is that Norwalk is a typical medium-sized business. Small, it calls itself—and small it is compared with the giants of the industry; but a volume of three millions or so a year makes it representative of a large number of manufacturing businesses which a similar volume would class as fair to middlin' size.

What the company has done, in brief, has been this: It cut its cost of distribution from \$800,000 to \$200,000 a year, a little difference that alone represented an overhead of some 17 per cent. It abandoned the national market, threw overboard a lot of established business, and developed a concentrated busi-

ness close around the home office.

The marketing situation of the Norwalk company in the latter part of 1929 was like this. It was a national concern. Norwalk tires were nationally advertised and distributed. It had fifty-two salesmen on the road, twenty-five warehouses and branch offices, 1,200 dealer accounts.

It is a curious anomaly of business that manufacturers tend to go after business in distant markets and neglect their home fields; and it is no doubt a fact that in some ways it is easier to get business at a distance. I talked about this very question recently with a member of the New England Council; they recognize it as a common characteristic of business and are encouraging New England business to look for sales at home.

Nevertheless, there is a peculiar psychology connected with it. Buyers tend to feel that the distant concern has a better product or a lower price. Also, it seems that in looking for business, the farther a man travels, the more gaps he can find into which he can fit. And so merchandise criss-crosses in a thousand ways.

## Why Not Concentrate on New England?

Thoughts such as these began to whirl around in the mind of John W. Whitehead, president of the company. Here was the company chasing all over the country for business and getting it at high expense. Wasn't there sufficient business right in New England for the company's relatively small output? Wasn't it possible that by concentrating in the home market it could get enough business to run the plant? Instead of twenty-five

warehouses, why not have one warehouse and that the factory, concentrate on the business that could be adequately served by that one warehouse, cut out the frills, cut down the big overhead?

It looked good to him and he decided to go ahead on it. He started closing up the warehouses until he had not a single one left. Coincident with and following that, he brought the sales force down from fifty-two to twenty-two men. This brought him to the summer of 1930. Then in the fall he let go sixteen of the remaining twenty-two. The force of three in New England and New York was augmented to six, three of the original men being transferred into the home territory.

#### **Lost Volume Had to Be Made Up**

While these things were going on in the national field, the concern was busy in the home field. These moves of course lopped off a lot of overhead but they lopped off a lot of volume, too. That volume had to be made up and then some; and this was to be done, Mr. Whitehead figured, by going out with a brand new proposition on a new basis of costs. For the cut in overhead amounted to some \$600,000. With the smoke and debris cleared away the concern would be able to figure in a different manner.

But the plans included more than that. The company intended to cut distributing costs still further by cutting out all the frills in selling. It was customary for salesmen to visit dealers an average of once a week. Such frequency wasn't necessary for the sake of taking orders, because dealers could just as easily order by phone or by mail and as a matter of fact a large percentage of orders actually did come that way. That frequency had been considered necessary to keep the dealers sold, to maintain friendly contact, keep their interest up. Mr. Whitehead felt that low price should be a good substitute for frequency of calls and decided to work out a proposition by which a frequency of one call every two months or

three months would be sufficient.

To this end, his plan was to concentrate on the large-volume dealers of good credit. He thought he might form a sort of co-operative buying-manufacturing organization. He anticipated his reduced costs by starting his salesmen out to contact this class of dealer on a cost-plus basis.

*The plan was for each dealer to agree to take a certain volume of merchandise each month. A tentative price was fixed, which price was to be adjusted monthly on a basis of cost plus overhead plus 10 per cent profit. The concern agreed to keep selling and administrative overhead within 10 per cent.* Calculations showed that such a proposition would bring the tires to the dealer at an attractive figure.

Signing up a group of dealers on this basis gave the factory a spurt. The plan had some handicaps and some parts of it did not work out. Dealers didn't take the allotments when they felt they had sufficient stock, and the price adjustments when they were upward didn't go over so well. In effect, they paid the tentative price without any adjustment. But fortunately costs were coming down all the time and the adjustable feature of the plan was abandoned and the goods then sold at a fixed price. At that, Mr. Whitehead said, the plan might have run along smoothly except for a price war that developed in the summer of 1930 that put cost calculations out of the running.

#### **How the Company Stood Early in 1931**

Carrying out these plans brought the company into the early part of 1931. It had started 1930 running 35 per cent capacity. New business had been acquired which partly replaced the volume of the thousand or so dealers given up in the distant markets. The plant wasn't yet booming, but the company had as customers some 200 of the bigger tire dealers in New England and New York who were giving them a substantial volume of orders.

No territory had been solicited



which was costly to get at or which could not be served by the twenty-four-hour truck delivery service from the factory. The basis of the selling had been changed. Instead of the salesmen soliciting orders for tires, they were selling agency representation, or from another angle, participation in an economical system of distribution. This had eliminated the necessity for frequency of sales solicitation and enabled six men to cover the territory adequately.

#### **Helping Dealers Meet Mail-Order Competition**

Now the company made another bold stroke. It was this stroke that put the finishing touches to the program and that set the factory humming. Mr. Whitehead got to thinking what he could do to solve the problems of the dealers in addition to furnishing them with low-cost merchandise. The growth of competition from the mail-order houses and their retail stores had had serious effects on the dealer's business. He estimated that one out of eight tires was sold by the mail-order houses. But more than that, they affected the possibilities of profit-making by the dealers. They set the level of prices and determined the public's idea of what it would pay for tires. This is characteristic of low-price competition; it affects price standards and levels for the whole field. For prices can be only what the public thinks things are worth, not what they cost.

As a matter of fact, there were no prices in the tire business. All companies published lists, which as everyone knew, were fictitious prices. Tires were not sold, they were bartered. The number of discounts off the list and the amount of trade-in allowance depended upon the shrewdness of the dealer and the customer, and most times the dealer left himself with no profit or at most an insignificant 10 per cent or so. But the mail-order stores sold at one price and people who did not consider themselves traders preferred them for that reason.

Thinking about this problem,

Mr. Whitehead considered the fact that Norwalk tires were being sold to the dealers at prices that enabled them to sell at mail-order prices and make their legitimate gross. Why not come out with a one-price policy, eliminate the fictitious lists, get dealers to meet fire with fire, advertising a one-price one-quality tire. Norwalk was making only a first-line tire and that alone would eliminate a lot of price complication.

So, in February, Norwalk published its new price lists, and they were real retail prices, established on about the same levels as mail-order prices. The salesmen went to the dealers and said: "Here, as we see it, is an opportunity to meet the mail-order competition on their own ground. Norwalk is recognized as a high-grade first line tire. Come out with one-price, one-quality advertising. Get rid of the price mystery. Then you not only meet the competitive price flatly but you instill confidence in the values, eliminate trade-ins. Be frank and you'll get business."

#### **Dealers Advertised— Sales Increased**

The dealers saw the point and commenced advertising. It went over big. Sales suddenly increased. New dealers were acquired on the basis of the argument and on a showing of what others were doing with the one-price plan. Prices—and it may be added, confidence—being equal, the public will favor the local dealer. Dealers had the price, the bold announcements instilled confidence, and the public came and bought.

Today Norwalk is running to capacity and making money.

\* \* \*

If we look back at this story we will find that there are two important elements in the accomplishment. First came the abandonment of the national market and lopping off the big end of the distributing overhead, which naturally was the big end of the total overhead, with the idea of then concentrating in the market nearby the factory. But this alone was insufficient; it would have been possible to go into this

local market and build up a distributing cost nearly as great by operating on the old plan. The situation necessitated a different policy of attack. That policy was building up a homogeneous group of the high-grade big-volume dealers within the concentrated area which could be adequately covered by the factory direct, a group of dealers whom it would not be necessary to have salesmen visit constantly, a group of dealers among whom credit losses would be small.

Mr. Whitehead's idea was to eliminate all distributing frills. He even eliminated the service and adjustment frill. On the old basis, the buyer looking for an adjustment would be referred to the branch or the tire would be sent there. Naturally, many were sent merely for inspection. Each case meant handling costs, records, correspondence and what not. With its close-knit group of nearby dealers, the company has placed entire discretion for adjustments in the dealer's hands. The cost is now far smaller.

All these things were the necessary prelude to the act that put the final kick in the scheme—the one-price proposition.

### Marketing Society to Meet

The American Marketing Society will hold a national conference, at Washington, D. C., on December 28. The subject of the conference will be "Utilization of Department of Commerce Market Data." A morning session will take up "Utilization of Census Data." An afternoon session will be devoted to "Current Marketing Projects of the Bureau of Foreign and Domestic Commerce." The annual business meeting of the society will be held in the evening.

### "Chicago Tribune Ocean Times" Ceases

Following the recent suspension of publication of the Atlantic Edition of the London *Daily Mail* on steamships of the Cunard Line, the *Chicago Tribune Ocean Times* will be suspended, effective December 31.

### Joins "Opinion"

Harold S. Loewenberg, formerly with *The American Hebrew*, New York, has joined *Opinion*, of that city, in an advertising sales capacity.

### Retail Dry Goods Group to Meet

The annual convention of the National Retail Dry Goods Association will be held at the Hotel Pennsylvania, New York, from February 1 to 5. The convention will be opened with a general session on the evening of February 1 at which D. F. Kelly, president of the association, will speak.

February 2 will be devoted to the discussion of technical problems with a smoker in the evening at which there will be an open forum and question box, emphasizing timely problems. Sessions on February 3 will consist of divisional meetings with an evening session for all delegates. The program for February 3 will be presented by the controllers' congress, in addition to other divisional meetings throughout the day, with the Craft's Annual Banquet taking place in the evening. The convention will conclude on February 5 with a general session in the morning and a luncheon.

### Buys Wyandotte "Daily Record"

Michigan-Macfadden Newspapers, Inc., has sold the Wyandotte, Mich., *Daily Record* to its former owner, George M. Adams, of that city. Mr. Adams, who sold the *Weekly and Daily Record* to the Macfadden organization in March, 1929, owned and operated the papers for nearly twenty years. The Macfadden interests still own and control the Lansing, Mich., *Capital News*.

### Death of Henry Heide

Henry Heide, president of Henry Heide, Inc., New York, candy manufacturer, died at that city on December 13, in his eighty-sixth year. A native of Germany, he came to this country in 1866. After two years with a retail grocery store in Pittsburgh he came to New York and started to manufacture candy. His business showed a steady growth until it became one of this country's largest firms manufacturing candy.

### Now Head of Mexico City Agency

E. M. Huymans, formerly with Cerveceria Central, S. A. (Central Brewery), Mexico City, is now president and general manager of Anuncios Nacionales, S. A., advertising agency of that city handling Mexican accounts and advertising of American firms in Mexico.

### Joins Toronto Agency

Martin Livingston, for the last four years with the T. Eaton Company, Ltd., Toronto, as sales and advertising manager of the Canadian Department Stores, has joined the James Fisher Company, Ltd., advertising agency of that city, as an account executive.

### Appoints Campbell-Sanford

The McLain Brothers Company, Canton, Ohio, has placed its advertising account with the Campbell-Sanford Advertising Company, Cleveland.

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# JACKSONVILLE

FLORIDA

**READY *for* SERVICE**  
**JAN. 1<sup>ST</sup> 1932**

The same high type of out-  
door advertising service  
which the name **PACKER**  
represents in many states  
of the nation becomes  
available in Jacksonville,  
Florida, on the above date  
... entirely new type con-  
struction...with thorough  
distribution and cover-  
age ... minimum number  
of panels per location ...  
at recently announced  
lower **PACKER** rates.

# PACKER

OF FLORIDA INC

2608 PHYLIS AVE  
JACKSONVILLE FLA

**W.A. Shands V.P. - Gen. Mgr**



## He'd probably like the NEWS (not the history) of shipping

If business would only get on an even keel  
so that buyers of goods could stock up for six  
months—and feel safe

—so that writers of advertising could prepare a  
year's campaign—and get it OK'd in advance

—so that writers on business subjects could  
pen their articles a few months ahead—and  
have them click when issued—

But that's just wishing

## NEWS being

en keel  
for six

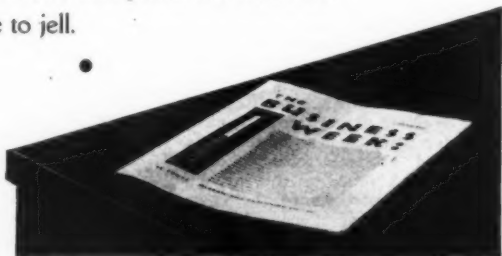
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Facts are that business executives right now are straining to see what's the turn for next week

And they want NEWS and comment on it before the effect of the news has taken hold —not after

Thus when an executive has the choice of several business publications, the chances are he will favor the one that prints the news before it has time to jell.



## A Gift Is a Gift, Any Time



NATIONAL Carbon Company isn't calling its 1931 special holiday packages "Christmas Boxes." Instead it refers to them as "Gift Boxes" because they were designed with the thought in mind that dealers might want to use them for occasions other than Christmas. They are suitable for use when Eveready Wireless Electric Lights are given as birthday presents or bridge prizes. No need

for dealers to store unused packages or throw them away after the holidays.

In addition to the prevention of package waste, there is a real merchandising thought here which manufacturers would do well to put before the dealer. This is that there are dozens of gift occasions in the year, as well as Christmas. Almost anything is a gift if it is enclosed in a gift box.

## Well! Well! "Our Agent Did It"

WHEN corporation executives report to the stockholders they usually like to take most of the credit themselves for any accomplishments. Seldom does an outside organization share in the glory.

But the National Sugar Refining Co. of New Jersey recently gave its advertising agency a break. It reprinted, in its October dividend enclosure, a letter written by the advertising manager to the company's advertising agency. "It hits the nail squarely on the head. Read

it!" says the company to its stockholders. Here's the letter:

Possibly it is the advertising or maybe the quality of our sugars, or again good sales work, or what is more probable, all three. We are paying our next regular quarterly dividend on October 1 which necessitates another check enclosure.

May we again ask your good offices in making up copy for same.

The enclosure carries three illustrations—(1) a dealer selling Jack Frost sugar; (2) several Jack Frost advertisements, and (3) a counter display piece.

7, 1931

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# Impedimenta

**H**AVE you considered  
how diverse are the activi-  
ties engaged in by smart  
Metropolitans?

Or how diverse are the  
possessions they need to  
carry on those divers  
activities?

THE  
**NEW YORKER**

25 WEST 45th STREET  
NEW YORK CITY

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Posters  
that  
stand  
out—  
and how

!

LITHO. IN U. S. A.

**D**OMINANCE to the n'th degree! Tremendous size—commanding position—attractive color. The 24 sheet poster presents your message in a form that cannot possibly be overlooked.

**CONSIDER** how important it is that your poster create a favorable impression. How necessary that the full resources of the lithographing art be available to insure harmony of color and permanent satisfaction.

**NOT** a job for the inexperienced, that one! If you agree with us, write or wire for an ERIE representative.

# ERIE

**LITHOGRAPHING & PRINTING CO**

~ ~ Erie, Penna. ~ ~

**POSTERS ♦ ♦ ♦ ♦ ♦ CUTOUTS**  
**WINDOW and DEALER DISPLAYS**  
**LITHOGRAPHED COLOR ADVERTISING**

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# No Depression Here

—And no lack of results from a paper that is welcomed into the homes like the Jersey Observer in Hudson County, New Jersey.

FOUNDED 1878

UNION CITY, N. J.  
December  
2, 1931.

## A. HOLTHAUSEN

Publisher,  
Jersey Observer,  
Hoboken, N. J.

Dear Sir:

It may please you to know that our four day sale "Holthausen Days" went over with tremendous success. In this connection we regard the Jersey Observer's columns as invaluable to us in our sales announcements.

The results of these sale days show that the Jersey Observer does go into the homes of the people in Hudson and Bergen counties, and that they do respond to its advertising.

Very truly yours,

A. HOLTHAUSEN

*Edward Siegel*  
Advertising Manager

—The Local Merchant Knows

## Jersey Observer

Covers Jersey City, Hoboken, Union City  
and Five Towns in Hudson County, N. J.

Nationally Represented by  
Gilman, Nicoll & Ruthman

New York

Chicago

Detroit

San Francisco

Boston

7, 1931

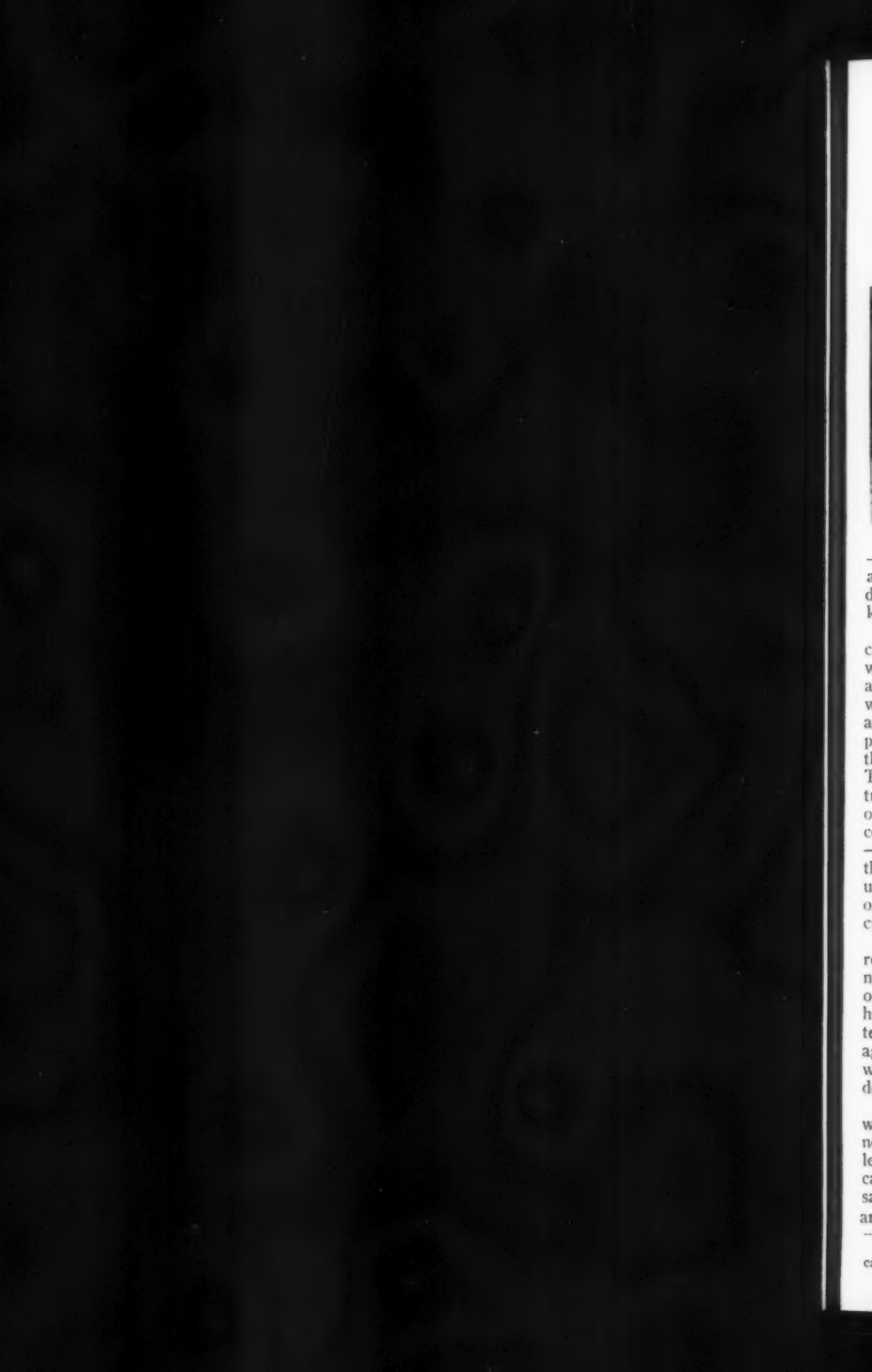
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# Farewell to the Art Director

His Successor Deserves a New Name—the Advertising Designer

By Vaughn Flannery

Vice-President in Charge of Design, Young & Rubicam, Inc.



OUR predecessors in advertising tell us that some years before the war the advertising agencies began recruiting to their staffs men of talent in the graphic arts and they titled them art directors. What a magnificent title

—art directors. It is enough to be a director—but, think of being a director of art, when Leopold Stokowski is only a conductor.

These art directors were recruited from other fields. They were illustrators, newspaper artists, academy painters, and so on. They were taken into advertising to adapt their talents to designing and producing all manner of things for the pictorial side of advertising. They believed that advertising pictures were Art. In the planning of advertising the art director concerned himself with only one thing—manner. The subject matter of the advertisement meant nothing—unless by coincidence it offered an opportunity for him to practice his curious art.

Perhaps at this point we should remember that after all he was a neophyte, pitched into a new field of work and that he was groping his way. Many of his contemporaries in copy—advertising agents, advertisers themselves—were in the same curious state of development.

We can excuse much of such work on the grounds that as a business advertising was growing and learning—and so we do. What we can't excuse is the fact that the same strange attitude exists today and the same unexplainable theories

are still practiced by too many directors of art. So that the punishment may fit the crime, let's not forget to include some copy writers, agencies and advertisers.

Nevertheless there is much evidence at hand that this fellow is slowly, but surely, passing out of the picture. And so today we can say that we have met to bid "Farewell to the Art Director." To his place has succeeded a designer so different in attitude and abilities that he may be considered an entirely different person. And in view of what he has to live down, he deserves a new name—the Advertising Designer.

\* \* \*

The art director's successor is concerned first with the advertising idea. It may be a copy idea, an illustrative device, a merchandising scheme. The advertising designer is one of a new generation that has grown up since the war into the advertising business. He has been concerned with advertising and with design throughout his entire business career. He has not converted a career in art into a career in business.

Like the old art director, the advertising designers have a few strong beliefs—not necessarily about art, but most certainly about design. Their credo is that function and utility govern design. Therefore, if the advertising designer is to be a man who designs well, he must, of necessity, know something about the thing he is designing—advertising. And most especially must he be concerned with the two most intimately allied divisions of advertising—copy and merchandising.

\* \* \*

Today two fields are open to the advertising designer. He can utilize design so that packages and containers are more useful and desirable. Then there is the newer field

Excerpts from a talk before the Chicago Advertising Council, Dec. 10, 1931.

of industrial design—the design of the product itself. It may seem like a strange list, but in the last few years as an advertising designer I have turned my hand to the designing of glassware, airplane interiors, electrical appliances, furniture, towels, automobile color schemes, hardware for the home, radio cabinets and a ketchup bottle out of which you can get ketchup.

The art director was never concerned with such things, but the advertising designer is. First, because as an advertising man he is concerned with any problem wherein appearance is a sales factor. Secondly, his credo does not include "Art for Commerce," but rather an endeavor to utilize design to accomplish a definite function.

The advertising designer is not comparable to the artists in the fine arts. He is more comparable to the architect and like the architect he accepts the limitations of his craft and attempts to convert these limitations into more effective results.

To those fellows with the light of Galahad in their eyes who are trying to pass off on us a phoney art—we'll admit that they are art directors, but we say, "To hell with 'em."

### To Market New Massage Machine

Claude H. Foster, organizer and former president of the Gabriel Manufacturing Company, has formed the Foster Manufacturing Company at Cleveland. The new company will manufacture and market a new scalp massage machine and a new reducing machine for home use, both of which will be known as Meco-Sazh.

### "Dance Magazine" Suspends

*Dance Magazine*, New York, discontinued publication with its December issue. Paul Meyer, associate publisher and advertising director of the publication, continues with Paul Meyer and Associates, Inc.

### New Salt Lake City Business

James E. Mills, formerly publicity manager for the fur industry with offices in New York, has started an advertising service in the Judge Building, Salt Lake City.

### Hudson County Physicians to Advertise

Physician members of the Hudson County Medical Society of New Jersey have voted to use newspaper advertising to establish contact between them and the public. Names and addresses of members will be published in the advertisements under groups for various communities. Dr. Peter E. Maras, of Jersey City, is chairman of the committee in charge.

The campaign will begin early next year and will be paid for out of the funds of the society. This new campaign follows favorable comment on the first advertising used by the society which appeared last May and which warned the public of diphtheria.

Members of the society have been given certificates of membership to be displayed in their offices and a code of ethics governing contact of physicians with the public has been adopted.

### Hoyt Shoe Account to Williams

The F. M. Hoyt Shoe Corporation, Manchester, N. H., Timely and Beacon shoes and Murphy riding boots, has appointed Otis Carl Williams, Inc., Worcester, Mass., advertising agency, to direct its advertising account. Business papers, direct mail and newspapers will be used.

### C. C. French Joins Selective Poster Advertising

Cedric C. French, for a number of years in charge of the advertising syndicate department of the John H. Perry interests, has joined Selective Poster Advertising, Inc., New York, as vice-president in charge of the syndicate division.

### Standard Gas Equipment with Cramer-Krasselt

The advertising account of the Standard Gas Equipment Corporation, New York, Acorn, Smoothtop and Vulcan ranges, is now being handled by the Cramer-Krasselt Company, Milwaukee advertising agency.

### Seed Account to Weston-Barnett

Oscar H. Will & Company, Bismarck, N. D., seeds, have appointed Weston-Barnett, Inc., Waterloo, Iowa, advertising agency, to direct their advertising account. Magazines, farm papers and direct mail will be used.

### L. S. James in Charge of Sears' Retail Advertising

Leslie S. James has been appointed acting general advertising manager for the retail stores of Sears, Roebuck & Company. He was formerly display manager of the Hartmann Corporation, chain furniture stores.



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# STUDY THIS MARKET

IN THE LIST OF AMERICA'S major markets, the Oakland-San Francisco metropolitan area, with a population of 1,290,000, stands ninth.

More than half a million residents of this important area reside on the continental side of San Francisco Bay, in what is known as the Oakland Market.

Manufacturers distributing goods on the Pacific Coast during 1932 should make a careful study of this field. Of one thing they may be certain. They can efficiently reach the buyers of this market only through the medium of the OAKLAND TRIBUNE.

**Oakland Tribune**

National Advertising Representatives:  
**WILLIAMS, LAWRENCE & CRESMER CO.**  
Los Angeles San Francisco New York  
Chicago Seattle  
Detroit

## The Right of Privacy

HAZARD ADVERTISING CORPORATION  
NEW YORK

Editor of PRINTERS' INK:

Will you kindly advise me whether or not the name of an individual may be displayed in an advertisement as a part of the copy, with no reference being made to the product advertised, without the permission of said individual?

W. C. LONGSTREET.

**N**AMES and physical features of a person, or anything else which indicates his identity, cannot be used for advertising purposes without that person's permission.

The right of privacy is the right of every person not to have his individuality, personality, or identity made public without his consent. This right is limited, principally, by the rights of freedom of speech and of the press. Neither of these limits protects the advertiser.

A list of references to PRINTERS' INK articles on the proper use of names and pictures of individuals in advertising may be had by writing for it. This list gives the titles of the articles and dates of issues and page numbers on which the various articles will be found.—[Ed. PRINTERS' INK.]

## Glad to Help You, Mr. Bohl

PEORIA LIFE INSURANCE COMPANY  
PEORIA, ILL.

Editor of PRINTERS' INK:

I want to tell you how grateful I am for your prompt help in locating for me the quotation from an essay by Macaulay which I inquired about recently. I was very anxious to lay my hands on this quotation and I just about exhausted my resources in trying to locate it. I should have known that if it was possible to find it at all, PRINTERS' INK could do it. Many thanks to you.

F. J. BOHL.

## Has Explosives Account

Burton Explosives, Inc., Cleveland, manufacturer of high explosives, has appointed Seaver-Brinkman-Gerstenberger, advertising agency of that city, to direct its advertising account. Business papers and direct mail will be used.

## New Account to Critchfield

The Cyclone Fence Company, Waukegan, Ill., manufacturer of fencing, woven wire partition and screen cloth, has placed its advertising account with Critchfield & Company, Chicago advertising agency.

## "The American Weekly" Holds Sales Conference

The fourth annual meeting of the entire sales organization of *The American Weekly* was held at New York on December 7, 8 and 9. Mortimer Berkowitz, general manager, presided at all sessions and was assisted by M. C. Meigs, vice-president, Chicago, and Ralph K. Strassman, vice-president, New York.

The following territorial managers also assisted: W. C. Spargo, Eastern manager, New York; J. B. Meigs, Western manager, Chicago; F. C. Brown, Michigan manager, Detroit; F. L. Miller, Ohio manager, Cleveland; L. W. Stetson, New England manager, Boston; R. M. Dodson, Southern manager, Atlanta; J. M. Price, St. Louis; F. S. Allen, Los Angeles, and Coulter McKeever, San Francisco.

Among those who addressed the conference were: Samuel Crowther; Morrill Goddard, editor of *The American Weekly*; R. D. Keim, general sales manager, E. R. Squibb & Sons; Daniel P. Woolley, vice-president, Standard Brands, Inc.; L. E. Kirstein, Wm. Filene Sons Co.; M. R. Lunn, circulation manager, New York *American*; Paul L. Cornell, and Dr. Daniel Starch.

## Forms Stanton L. Oppenheimer & Associates

A new advertising agency has been organized in Philadelphia by Stanton L. Oppenheimer under the name of Stanton L. Oppenheimer & Associates. Offices are at 1316 Lincoln Liberty Building. Until recently he was local advertising manager of the Philadelphia *Record*.

Associated are George E. Harriman, production manager, and Patricia Faren, account executive and head of the copy staff.

## To Become "Transit Journal"

Effective with the January issue, *Electric Railway Journal*, New York, will change its name to *Transit Journal*. This change has been made because of the development of the field of community transit to present-day electric railway, motor bus, trolley bus and taxicab systems.

## Devine-Tenney Has Pittsburgh Office

The Devine-Tenney Corporation, publishers' representative, has established a branch office at Pittsburgh, located in the Koppers Building. L. H. McCamie, formerly business manager of the Oil City, Pa., *Derrick*, is manager.

## Appoints Hughes, Wolff

The Foote Company, Inc., Nunda, N. Y., manufacturer of road pavers, has appointed Hughes, Wolff & Company, Inc., Rochester, N. Y., advertising agency, to direct its advertising account. Business papers and direct mail will be used.

Worcester, Massachusetts

# Increasing Coverage at Decreasing Cost

The growth of Telegram-Gazette circulation in the past ten years is 33,026—comparing the circulation statement of September 30, 1931, with that of September 30, 1922, shows a gain of more than 45%. Year-by-year gains won by broader news coverage and progressive editorial policies have been written into the permanent subscription lists of these newspapers.

*For the past five years, the average net paid daily circulation of the Telegram-Gazette has exceeded 100,000. For more than two years, it has exceeded 105,000—stable and solid circulation in a stable and solid market.*

This steadily growing circulation, plus a rate card stationary for more than five years, brings to Telegram-Gazette advertisers a constantly decreasing cost of coverage in New England's second largest market.

The present rate card was put in effect in July, 1926, with an average net paid daily circulation of 92,092. The same rates prevail today with an average net paid daily circulation of 105,094.

## 14% Increase in Circulation— NO Increase in Advertising Rate

In the Worcester Market, city and suburban, the Telegram-Gazette ALONE gives adequate and economical coverage—a coverage steadily increasing, at a decreasing cost per thousand of circulation.

85% of all families in Worcester and the average 18 mile suburban trading area who regularly read a Worcester newspaper, take the Telegram-Gazette in their homes six days every week.

Average Net Paid  
Daily Circulation **105,094**

# THE TELEGRAM-GAZETTE

Worcester, Massachusetts

George F. Booth, Publisher

Paul Block and Associates, National Representatives

New York Boston Chicago Detroit Philadelphia San Francisco

# first IN PITTSBURGH sixth IN THE WORLD

. . . because advertising in The Press  
is "justified by the Results secured"

## THE FIRST TEN

1. NEW YORK TIMES
2. WASHINGTON STAR
3. DETROIT NEWS
4. BALTIMORE SUN (Eas)
5. CHICAGO TRIBUNE
6. The Pittsburgh Press
7. ST. LOUIS POST-DISPATCH
8. NEWARK NEWS
9. LOS ANGELES TIMES
10. PHILADELPHIA BULLETIN

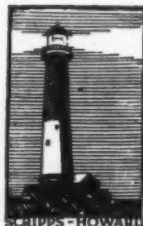
FIRST SIX MONTHS, 1931.

48.7% of all general (national)  
Electrical Appliances and Service  
advertising used in Pittsburgh  
newspapers in the first ten months  
of 1931 appeared in The Press

and The Press published

**55.8% MORE**  
of this advertising than  
second paper.

MEDIA RECORDS' FIGURES.  
DELETING AMERICAN WEEKLY LINES



MEMBER OF THE UNITED  
PRESS . . . OF THE AUDIT  
BUREAU OF CIRCULATIONS  
and of MEDIA RECORDS, INC.

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ou can read it.



**HOVER  
COMPANY**

GENERAL OFFICES AND MAIN FACTORY  
NORTH CANTON, OHIO

REPLY TO  
SALES DEPARTMENT  
ENCLOSURE THREE  
CHICAGO, ILLINOIS

November 10, 1931.

The Pittsburgh Press,  
Bldg. of the Allies,  
Pittsburgh, Pa.

Gentlemen:

We feel that you will be interested in knowing that our decision to use The Pittsburgh Press exclusively as our local advertising medium has been more than justified by the results secured during the first nine months of this year.

During these times of stress, most manufacturers are glad to hold their own. As a result, however, of increasing our sales organization and backing our men up with a consistent advertising program carried exclusively in the Press, we have been able during the first nine months of 1931 to show a 35% increase in Pittsburgh over the same period in 1930.

In giving consideration to this increase, we believe we should tell you that 1930 was an exceptionally good year for us, so to show an increase over 1930 is, we believe, an outstanding accomplishment in the specialty field.

Our results for the first nine months show conclusively the great pulling power of a high class product advertised in your paper.

Yours very truly,

THE HOVER COMPANY

*Miller Munson*  
Advertising Manager.

Miller Munson  
SF

# The Pittsburgh Press

SCRIPPS-HOWARD NEWSPAPER

NAL ADVERTISING DEPT. OF SCRIPPS-HOWARD  
PAPERS . . . 230 PARK AVENUE, NEW YORK CITY

AGO · SAN FRANCISCO · LOS ANGELES · DALLAS  
OIT · PHILADELPHIA · BUFFALO · ATLANTA

# We Never Ask Our Dealers to Buy!

Show Them How to Display and Sell, and They'll Insist on Buying

By Marshall B. Cutler

Advertising Manager, J. P. Smith Shoe Company

**I**F you make a great mental effort you'll recall that there actually was a time when that inspired query, "Need any goods today?" was frequently answered in the affirmative—with another order to the traveler's credit.

But the dealer very definitely doesn't 'need any goods today'—nor tomorrow, next week or next month, according to his story. He needs customers—sales; merchandise going out, money coming in. So the salesman whose approach is "Need any goods today?" is in favor of the dole (or soon will be!).

## **Retailers Will Listen to Salesmen with Ideas**

Present conditions—real or fancied as you will—necessitate first of all new methods of approach by the manufacturer. Retailers don't want "goods." But they do want merchandising ideas—and will give eager ear to the salesman who comes in with a selling plan rather than a buying plaint.

We have a shoe merchandising plan for men's wear stores. In presenting our complete shoe department plan to men's wear stores, the merchandise itself is treated quite incidentally. What our merchandisers sell the merchant is a plan to attract new customers to his store and get increased business from his present customers by adding—at negligible cost—an item of apparel essential to his business.

We say to the merchant: "Where can your customers buy their shoes more conveniently or more intelligently than at your store where they buy their clothes, hats, shirts, socks and ties? How little added effort is required to sell a man his shoes along with his suit. You—an established men's wear merchant—have ready-made

opportunities for shoe sales. A customer who comes in for a collar is a prospect for shoes."

Note we do not ask the merchant if he needs a line of shoes. We suggest to him a way to make more money.

We say to the merchant: "We are prepared to deliver to you a complete shoe department, fully stocked with fine merchandise. This department occupies only a few square feet of space, it is movable, it sells merchandise by attractive display and you generally pay its entire cost from its earnings. Your stock never exceeds its initial size (usually 144 pairs of shoes). In other words you buy as you sell, so you never are stuck with poor sizes. We take off your hands, within reasonable limits, any styles which prove unsalable. So you are never stuck with poor sellers. Your department is ready to operate the moment it's received. You spend not a penny in store rearrangement or added equipment.

"Under our plan any of your salesmen can sell shoes because we furnish a special measuring device which indicates the correct size and your unit displays all the styles you carry right above the surplus stock. To sum up: No installation cost, no extra sales expense, no style loss; more attractive goods display, extra sales, extra profit and your investment usually completely provided from earnings. Does that sound interesting?"

## **Word "Buy" Not Mentioned to Dealers**

Note our presentation is confined to points which tend to open the dealer's mind to our proposition, to make him receptive. We do not ask him if he needs any goods. We never mention the



*The J. P. Smith Shoe Company Tells Dealers That It Is Prepared to Deliver a Complete Shoe Department Similar to That Shown Here*

word "buy" to him at all.

Our unit provides for permanent, prominent merchandise display for we know that goods not shown are not sold. The department equipment includes a Neon sign which can be (and usually is) conveniently installed in the window.

It includes an automatic foot-measuring device which eliminates costly shoe fitting errors and allows clothing store salesmen—usually inexperienced in fitting footwear—to serve shoe department customers with ease and accuracy.

The merchant's acceptance of our case unit plan really is just the beginning of our merchandising service. We figure a three-time minimum stock turnover annually for the merchant—and our records show this a most conservative estimate. Basing our figures on 5 per cent of the merchant's reasonable sales expectations, we present a complete plan of local advertising for each individual account.

We do not oversell advertising any more than we oversell merchandise. We make a special study of each case, the possibilities of the various major advertising media as applied to the account under consideration. From special study and analysis we develop a

local advertising program for shoes—a program whose cost is within the limits of the budget estimated, a program which will give the department adequate support without waste in effort or money.

Our merchandisers always have an educational group meeting with the retail salesmen of the store. We equip the store salesmen with our shoes at cost so they will know from personal experience the superiority of the merchandise they are selling. We give the retail salesmen special and careful attention because the success of the shoe department depends largely upon their attitude and their enthusiasm. We make sure that the three forces (advertising, goods display and salesmanship) necessary to the successful retailing of any product, are actively and steadily at work.

We show the merchant the best location for his shoe department from the standpoint of dealer profit. Usually—not always—this location is toward the front of the store, where the merchandise display can be seen by customers as they enter. We suggest the best location (from the standpoint of dealer profit) for a permanent window display of shoes. We show the merchant the value of indi-

**+** Plus Value  
for the Reader  
Advertising Dollars

# PLUSSAGE



THE CROWELL PUBLISHING COMPANY 250



Plus Value  
for the Run  
Advertising Dollars

GE

# MORE

## Replies per Dollar<sup>+</sup>

In 1930 The Country Home produced more replies for Sergeant's Dog Remedies at a lower cost per inquiry than any other rural magazine.

During 1931 The Country Home not only has maintained this leadership, but lowered its last year's inquiry cost by more than 21 per cent.

MORE replies per dollar mean more advertising VALUE

THE

# Country Home

## GETS RESULTS

250 PARK AVENUE, NEW YORK

vidual interior and window displays, which bring related articles, such as clothes and shoes, together.

Our men's wear stores accounts are sold on our *plan* first—not on our line of shoes. When they accept the plan, they know that they must advertise the goods, display them and sell them. We tell our new accounts that they can expect certain results (three-time minimum turnover) if they will do certain things. We tell them that they will not get results unless our plan is accepted in its entirety.

If the merchant does accept our complete plan in good faith, results usually exceed his expectations, which is as it should be. During the last twenty months we have opened about 300 new men's wear store accounts with this case unit department plan. Of those operating a year or more and using goods display, advertising and salesmanship as suggested by us (about 175), the average turnover is five times. One account has the remarkable record of a thirteen-time turnover; several show a turnover of from seven to ten times.

We maintain dealer interest in us by maintaining interest in the dealer. Every case unit account receives a friendly, contact service to their shoe customers. This direct-mail campaign, highly individualized and gratifyingly resultful to our accounts, was explained in detail in an article which appeared in the November issue of *PRINTERS' INK MONTHLY*.

#### **How Dealer Interest Is Maintained**

A special representative from our men's wear stores departments contacts case unit accounts regularly—not to sell shoes, but further to assist the merchant with his problems, whether they be problems relating to advertising, goods display or salesmanship. And we just as willingly tackle a suit, hat or necktie problem as one on shoes. The advertising department suggests new ideas to these men's wear accounts frequently, "your-name-here" ideas, but ideas developed for in-

dividual stores according to their need.

How can we help him sell?—that's our eternal question. So we give him special tickets for every suit of clothes in his stock. These tickets carry the stock number, color and pattern of the shoes to harmonize with the suit. He sells more shoes as a result—because the suggestion of shoes to harmonize with the new suit is very hard to ignore.

#### **Following Up the Suit Customer**

Then we furnish another sort of suit ticket. When a customer purchases a suit *and not a pair of shoes*, the merchant fills in the type, color and price of the suit, together with the purchaser's name and address and forwards the ticket to us. We send this suit customer a personalized letter, complimenting him on his new raiment and incidentally suggesting that he can find the proper shoes to complete his outfit right at the store where he made his suit purchase.

Then there's our personal demonstration plan. It costs quite a bit—but it is worth its salt. This plan again brings into full play those three vital selling forces—advertising, goods display and salesmanship.

Our merchandisers select a number of their accounts—generally those that are failing to realize the profit they should on our lines. A personal demonstration day (sometimes two days) is arranged for. The merchandiser spends this demonstration period in contacting the dealer's shoe prospects, either personally or by phone—in going over the dealer's stock, in making suggestions for improvements in store and window displays, in talking to the store salesmen and (most important!) in meeting the dealer's customers, giving expert advice on shoe style and fit, showing new numbers and personally fitting patrons to shoes. For this event our advertising department furnishes special newspaper advertising, window cards and direct-mail announcements.

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And what does such service accomplish? Sales? Yes—frequently many of them. But the primary object of our demonstration plan is to bring people into the dealer's store—to show the dealer and his salespeople how our shoes should be presented to consumers; to demonstrate to new accounts or backward accounts that there is plenty of business to be had on our grade of shoes.

We have had about thirty demonstrations at various stores so far this season. With two exceptions, a nice order has followed our merchandiser's visit and along with the order a letter from the dealer thanking us for what has been done and assuring us of the benefits received and the deeper goodwill created.

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Several accounts, on the verge of fatal sales coma, have been brought back to useful life by a demonstration. To tell the merchant that it can be done, won't get a manufacturer to first base. But when you *show* him that it can be done—go right in and *do* it, well, if he doesn't snap out of his lethargy he's hopeless.

We concentrate on the creation and development of practicable merchandising ideas. Our most recent plan includes a unique sales contest for our dealer organizations. It is yet too early to ascertain its strength but if it peps things up as we anticipate, everybody will be happy.

### "Scholastic Review"

#### Appointments

Harvey G. Osborn, publishers' representative, New York, has been appointed New England advertising representative of *Scholastic Review*, New York. Simm Rosenthal, Baltimore, is now Southern representative. Solomon Huber, is the new business manager and advertising director.

### Death of Ross Cummings

Ross Cummings, died recently at Chicago. He had been with the Graybar Electric Company for about sixteen years prior to joining *Jobbers' Salesman* in 1926. Since the early part of this year he had been associated with the Clements Manufacturing Company, Chicago.

### Pictorial Humor Isn't Just a Joke for a Day

Lord Luke of Pavenham, chairman of Bovril, Ltd., has some decided opinions on the use of humor in advertising. The oft-quoted saying that "people rarely laugh twice over the same joke," in his belief, doesn't hold good as it conveys only a half-truth.

His views are set forth in the "British Poster Advertising Year Book, 1932," as follows:

"An advertisement in which the humor is merely verbal, in which the jest depends for its point on some neat turn of phrase or topical allusion, is, I agree, usually short-lived. In our own Bovril advertising, we seldom give too large a currency to any poster in which the humor depends on the written word alone.

"But the case is entirely different when your poster is drawn by a first-class artist, and when its humor is pictorial as well as verbal. A really first-class pictorial poster will continue to attract interest for an indefinite period. The more you look at it, the more you see in it. We are still from time to time using for Bovril, humorous posters which originally appeared on the boardings twenty-five or more years ago."

### A Cheer for Sincerity

ILLINOIS CENTRAL SYSTEM  
CHICAGO, DEC. 8, 1931.

Editor of PRINTERS' INK:

When I read "Who Wrote It?" by Amos Bradbury beginning on page 10 of *PRINTERS' INK*, for November 26, I let out a loud hurrah. It tells what I believe and what I have been trying to tell every advertising man who will listen to me.

GEORGE M. CROWSON,  
Assistant to the Vice-President.

### Lord Inverforth Heads Lipton, Inc.

Lord Inverforth, British banker and shipper, has been named president of Thomas J. Lipton, Inc., succeeding Sir Thomas J. Lipton, deceased. W. U. Taylor, vice-president, and W. W. Shannon, general manager, who have been in charge of the company's American offices, will continue in that capacity.

### General Motors Stockholders Set Record

Stockholders of the General Motors Corporation reached the number of 313,117 for the fourth quarter of this year, a new high record. This compares with 293,714 stockholders in the preceding quarter and with 263,528 in the fourth quarter of last year.

### Represents Huntsville "Times"

The Huntsville, Ala., *Times* is now being represented by the Kelly-Smith Company, publishers' representative.



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# es. **BALLYHOO** starts them working for you!

"Have you seen that ad in **BALLYHOO**?" . . .  
"I wonder if it's paid for?" "What'll they  
be doing next?" . . . "Dear Sir: Kindly settle  
the bet . . . ." Did somebody mention word-  
of-mouth advertising?

advertising anywhere has ever aroused so  
much comment . . . nor have so many questions  
been asked . . . An advertisement in **BALLYHOO**  
represents more than so many thousands of  
printed impressions . . . it means tens of  
thousands of verbal mentions: comments at the  
table . . . conversations at the luncheon table  
controversies at the club . . . In short, **TALK** . . .  
vital ingredient which plays so big a part  
in building the sales of America's great  
products.

Campaign of brilliant four-color spreads never  
—never will have the sales punch packed  
by this type of verbal promotion . . . free ad-  
vertising, but the hardest to get.

Astute advertiser likes Americans to read about his  
product, but he loves them to talk about it. He knows that a  
campaign is really getting over big when its catch-  
phrases work their way into the daily conversation of the  
people. He knows that it was not mere coincidence when Ford  
kept in step with the greatest outburst of Ford jokes!

## **BALLYHOO**

Your ad in **BALLYHOO**, created in the amusing spirit  
of the magazine, eliminates the usual bald change  
from friendly editorial entertainment to serious  
selling copy. It may not impel readers to button up  
their overcoats and rush out to buy a pound or a  
box or a can of whatever you're selling. But it does  
win you a share of the good will which the maga-  
zine is earning from millions of readers by providing  
them—in a desert of depression and unsmiling sales-  
manship—a moment of release!



# Trade Commission Reviews Fight on Unfair Advertising

Trade-Practice Conferences and Chain-Store Investigation Also Receive Attention in Annual Report

**T**RADING-PRACTICE conferences, unfair advertising and an investigation of chains and voluntary chains are the three phases of the annual report of the Federal Trade Commission, released Monday, that will be of particular interest to advertisers.

During the fiscal year the Commission approved and accepted trade-practice conference rules for thirty-four industries and revised previously promulgated rules for sixty-two. These figures take on some significance in the light of recent recommendations made by Joseph Appel and others that advertising submit itself to a trade-practice conference in order to clean up certain competitive situations.

In reporting on the work of its special board of investigation for false, misleading and fraudulent advertising, the Commission points out that in more than 95 per cent of the cases so far handled by its board the advertisers have either agreed to go out of business, discontinue advertising, or revise their advertising copy and literature to eliminate untrue, misleading and deceptive statements. Four hundred and forty-five cases were pending before the board on July 1, 1930 and eighty-nine new cases were referred to the board by the Commission during the fiscal year. One case was dismissed; 125 were completed and reported, and 408 were pending by June 30, 1931.

The Commission says, in commenting on this phase of its work:

There are some advertising agents who constantly seek catchy words and phrases that attract attention and "have a pull" without regard for the truth, and there are some publishers who seek revenue from advertising space without consideration for their readers, but, to the credit of both professions, it should be said that the majority of both advertising agents and publishers have effectively co-operated with the board and the Commission to elimi-

nate false and misleading advertising, restore and maintain reader confidence, and made the going hard for the faker and the dishonest.

The Commission's findings from its investigation of chain-store practice are sketchily presented and present no figures not already pretty well known by manufacturers most interested in this subject. However, it is perhaps unfair to judge the Commission's complete survey on the basis of a brief summary.

The Commission is undoubtedly somewhat optimistic concerning the results of its conferences but it has plenty of grounds for the following statement:

The educational value of trade-practice conferences is attested by the fact that many engaged in business and industry were not aware, until a trade-practice conference was held, that competitive methods commonly used by them constituted actual violations of law; or that the unnecessary cost of indulging in unfair competition and wasteful practices, if abandoned at one and the same time by voluntary agreement of all in the industry, may be transformed from an item of expense to an increase in profit without adding to the price paid by the ultimate purchaser of the product.

The greater part of the report is occupied by a description of various types of unfair competition and a number of cases are described at length. The Commission emphasizes the fact that it has issued 108 desist orders and that out of eleven decisions in the Federal Court the Commission has been reversed on only three occasions.

## Ohio Newspaper Groups to Meet

The annual meeting of the Associated Ohio Dailies will be held at Columbus, Ohio, February 4. The annual conventions of the Ohio Newspaper Association and the Buckeye Press Association also will be held in Columbus on February 5 and 6. These dates have also been selected tentatively for the annual meetings of the Ohio Select List of dailies and the Associated Press editors of Ohio.

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*Reproduced by the courtesy of American Coffee Corp. Agency: Calkins & Holden.*

## MODERN PHOTOGRAPHY IN ADVERTISING NO. II

### HALLECK FINLEY

● When René Clarke decided to create a photographic department for Calkins & Holden, an advertising agency, he chose a photographically minded artist, rather than an artistic photographer. He selected Halleck Finley because Finley was primarily



... painter and had a painter's feeling for pictorial qualities in things. As this insert demonstrates, Clarke knew his man: Finley plunged into the work of producing photographic material for a full-sized agency, and got amazingly fine results from the very start. In fact, his stuff was so good that immediately a number of campaigns were built around his photographs, —a rather striking justification of the agency photographic department idea. From the beginning it was realized that rotogravure was the ideal medium for photographic reproduction, and it was used generously, in several cases with highly satisfactory results.

● The cup and saucer motifs introduced by Finley into A & P Coffee advertising and used in Rotogra-

*Reproduced by the courtesy of  
National Biscuit Co. Agents  
Colkins & Holden.*


vure has made one of the most talked of campaigns of the present season. National Biscuit Company discovered that Finley could make pictures of crackers that made people water at the mouth. Hudnut, in their rotogravure advertising, used Finley's photos because they reproduced perfectly in that medium.

● This is another one of those stories in which the use of good modern photography logically points to the use of rotogravure as a medium of reproduction. In order to bring out the best qualities of photographer and medium, it follows too that some care be used in the selection of the paper. Agencies are now specifying International Paper Company's papers when ordering gravure, because they are made to suit every requirement of gravure printing. Ask us about Clearoto, Superoto and the other International brands.

duced by the courtesy of  
Hudnut. Agency: Colkins

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"PAPER IS THE BASE OF THE JOB"

Photograph especially produced by Halleck Finley for International Paper Company. Agency: Calkins & Holden.

INTERNATIONAL PAPER COMPANY  
220 EAST 42nd STREET, NEW YORK

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## Unidentified—for Four Reasons

**I**SN'T the cover of a magazine its show window? Accordingly, shouldn't this window identify the magazine in attractive logotype, wisely placed? These two questions would be irrelevant were it not for the fact that one house magazine editor has dropped all identification from the cover.

This step is taken with the current issue, Christmas number, of "American Service," published by The American Service Company, Newark, N. J. Editor Harold E. Taylor submits four reasons that induced the change.

1. More fire insurance agents, for whom the magazine is edited, will frame the covers. Visitors, seeing the framed cover and recognizing it as a magazine cover, are very apt to inquire the origin and receive a reply having real advertising value.

2. Visitors are more inclined to open a business promotion magazine without a name than one which is obviously a sales medium.

3. Absence of date of issue gives "longer life." A pretty picture, undated, is attractive and worth keeping in sight longer than one obviously out-dated on the cover.

4. Considered most important is the belief that absence of the legend will stimulate curiosity. Agents receive a number of magazines.

"Ours does not shriek 'company house organ,'" confides Mr. Taylor. He likes to believe that, once

the cover of "American Service" is lifted, agents will find the contents so interesting they will not throw the issue away.

Only one practical reason pleads the use of identification, he contends. That is the facility for filing. But, then, the very absence will identify the magazine after the



first issue—so long as absence of identification remains exclusive with it.

Should the idea take popular hold, is it to be supposed that curiosity will foster little guessing bees individually, or by groups, with side bets laid as to who best knows a company's artistic selections?

### New Accounts to Procter & Collier

The Eagle Engineering Company, Springfield, Ohio, and The Yum Company, Cincinnati, have appointed The Procter & Collier Company, Cincinnati advertising agency, to direct their advertising accounts.

### A. B. Hall Joins Pasadena Agency

A. B. Hall, formerly vice-president of The Greenleaf Company, Boston advertising agency, and who at one time conducted his own advertising business, has joined The Anita Jaffe Advertising Agency, Pasadena, Calif.

# A Million Dollar Campaign That May Never Break

A Commodity of Vital Importance to Every Man, Woman and Child in the Territory Affected Is Involved

By J. G. Condon

**T**HERE is a big sales campaign in the offing—a campaign worthy of the steel of the best of advertising and promotion men. It will cover the whole North and East of the United States. A commodity of vital importance to every man, woman and child in that territory is involved. Yet it is conceivable that no merchandising experts will be consulted and that no substantial quantity of advertising space will be used. The situation is a challenge to the industry.

## *Remaking the Railroad Map*

Backed apparently by the Federal administration at Washington, or at least with its approval, and encouraged by powers in the financial world, heads of four great companies have parceled out between themselves all the railroads in the territory included between a line drawn roughly from Norfolk or Richmond to Chicago and the Canadian border, and between St. Louis and Chicago and the Atlantic Seaboard except New England. Carefully and precisely, these transportation experts have sought to remake the railroad map so that the New York Central, Pennsylvania, Baltimore & Ohio and Chesapeake & Ohio will include all of the railroads and yet remain approximately of equal size and earning power.

To the New York Central has been added the Lackawanna, for instance, the Pennsylvania is to take in the Wabash and the Norfolk & Western, the new Baltimore & Ohio will include the Reading, the New Jersey Central, the Buffalo, Rochester & Pittsburgh, and the Chicago & Alton; and the Chesapeake & Ohio, or Van Sweringen System, is to have the Erie, the Lehigh Valley, the Nickel

Plate and the Pere Marquette. Some lines, such as the Delaware & Hudson, are not assigned to one of the groups but are to remain under the joint ownership of the Big Four.

All of this is perfectly legal, being in accord with the Transportation Act of 1920, provided the Interstate Commerce Commission agrees to abandon some ideas of its own on this subject of consolidation which it has heretofore expressed and to go along with the plan now presented. The Commission can do this, however, only after a careful inquiry into the subject, including a study of how the public regards it, for the law provides that consolidations may be brought about only when it is definitely determined that they are in the public interest.

There then is a monumental sales problem—convincing the people of the Northeastern part of the United States, save New England, that the consolidation plan presented to the Commission is in their interest. It may be said parenthetically, in passing, that New England has a serious consolidation problem of its own which conceivably may become involved in the pending one or furnish another sales problem of equal interest.

## *Commission Faces a Difficult Task*

The Interstate Commerce Commission faces a difficult task in seeking to find what is best for the "public's interest." Students of transportation everywhere are alive to the subject. Users of railroad service have definite ideas as to what, if anything, should be done. Alert chambers of commerce and boards of trade may be counted on to seek to protect their



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communities from any action which would retard their growth, damage their real estate values or despoil their markets. Railroad employees already are manifesting concern and those who are members of union organizations have placed their leaders on guard that their interests may be properly protected. And, finally, the statesmen and politicians, either through honest conviction that they are doing what is best for their constituents or because, with an ear constantly to the ground, they find it expedient to inject themselves into the picture, will undoubtedly be heard from.

### **Wide Disagreement Is Certain**

Each of these interests will endeavor to persuade the Commission that the public interest is entirely in harmony with its own views. And, unfortunately for a speedy solution of a difficult problem, there seems certain to be some wide disagreement in each of these groups. The theoretical side of the subject is being presented by college professors, many of them with practical experience, and already there is a clash of opinion.

This difference of opinion goes largely to the economic question of whether consolidation of a large number of lines into four super ones will make for better transportation service. Similarly, the practical men—the leading traffic managers of industrial concerns who route thousands of tons of freight annually and who must be and are familiar with details of service and terminals as well as rates—are becoming vocal. It follows naturally, with respect to a majority of these, that their views are controlled largely by the interests of their companies. Naturally, they oppose any disturbance of markets they enjoy and fear any change which would affect the character of service they are receiving. They may also argue the point as to whether larger systems will mean better service.

One of the biggest battles will be that of the cities. Sentiment in opposition to the Reading going to

the Baltimore & Ohio has manifested itself in Philadelphia, where it is pointed out that the city, now with three lines and two of them with general offices there, will be reduced to two railroads and only one of them operated from there. New York opposition, not so active, is said to be based on a fear that other ports will gain at its expense because it will no longer have railroads concerned only with it such as it has today in the Erie, Lehigh Valley and Lackawanna. Under the proposed plan, the New York Central will have Boston as well as New York, the Baltimore & Ohio and Pennsylvania will divide their New York allegiance with Baltimore and Philadelphia, and the Chesapeake & Ohio will have to remember the port cities of Chesapeake Bay as well as Gotham.

Inland cities are as seriously concerned with protecting their interests. Some see the possible loss of terminals and general offices, carrying with it the loss of population to other cities. Recently, the general offices of the Erie were moved from New York City to Cleveland, which meant that 1,000 families left the Metropolitan district. It did not mean a great deal to New York City proper, but to some of the suburban towns along the Erie, where numbers of these employees resided, it was a serious matter to tradesmen who depended upon them for patronage.

### **Communities Will Protect Themselves**

There have been other instances of this sort. Toledo lost the general offices of the Clover Leaf when it was combined with the Nickel Plate, also at Cleveland, and several cities in the Southwest particularly have suffered similarly. Many communities will organize solely to protect themselves against anything of this sort, while others will be as strongly for consolidation because of what they hope to gain from it.

Labor, as has already been said, is on guard. The four powerful railroad brotherhoods expect to enter an appearance in all proceed-

ings before the Interstate Commerce Commission affecting the consolidation plan proposed by the Eastern carriers for the grouping of the carriers in this district along different lines from those proposed by the Commission itself. The brotherhoods are concerned in safeguarding the interests of the workers and the maintenance of wages and working conditions, and they want to be sure that any consolidations or mergers effected will not throw a lot of their membership out of employment.

Even as with the other interests the group of statesmen (shall we say this includes the politicians?) has manifested itself. Thus far, Senator Couzens, Chairman of the Interstate Commerce Committee, has been the outstanding spokesman and he is strongly against consolidation. At the last session of Congress, a resolution which would have blocked them for a long time to come passed the Senate but failed to become effective because the House changed it to such a considerable extent that it no longer was recognized by its author and there was insufficient time to harmonize the conflicting views. Congressman Parker of New York State, who is Chairman of the House Committee on Foreign and Interstate Commerce, on the other hand, is an outspoken and valiant advocate of consolidation and Senator Fess, of Ohio, has written and spoken many times in favor of the idea.

#### ***A Multitude of Difficult Problems***

The consolidation plan has been presented to the Commission. It is a request that that body withdraw the plan it gave the country for five systems in the Northeastern United States and substitute the four-party plan as outlined. Nothing is indicated as to how the results are to be obtained. Here are a multitude of problems of negotiation calculated to keep lawyers and financiers busy for some time to come. How to obtain control from recalcitrant stockholders, the price to be paid minority stockholders, how purchases are to be

financed and a multitude of other complicated questions are held for the future.

What the promoters of the consolidation plan would welcome is smooth sailing for their application before the Commission.

*That is their sales problem.*

#### ***What the Plan's Proponents Say***

Is it possible to convince those interests which now seem likely to oppose them that they are in error? The proponents of the plan have economists of distinction prepared to argue for it. They feel that only through consolidation can the weak lines of the country be continued in operation if, indeed, the whole national system of rail transportation can be saved from Government ownership. They point out with telling effect the dire straights to which the industry has been reduced—as was so graphically presented to the Commission in the recent application for a 15 per cent increase in freight rates. Railroad credit is almost entirely gone, they argue, and unless the lines can be merged into strong systems the only alternative will be to have the Government take them over if they are to go on operating.

These railroad men are not fearful of the service when the roads are consolidated and they have strong and telling arguments to combat the fears of cities which may see their advantages curtailed by something of the sort.

Despite all this there is opposition. The arguments for consolidation have not aroused a widespread demand for it. Apparently, the people as a whole have not been sold. The campaign in its behalf has been only half-hearted so far as the public is concerned. Some pamphlets pointing out the advantages of consolidation were distributed when the plan was first urged and the heads of the four systems involved have from time to time urged it in speeches and newspaper interviews. Use of advertising and sales promotion to tell the "reason why" for consolidation has not yet been attempted.

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# National Advertisers Quitters?

Big Retailers Seem to Be Setting the Pace These Days, Department Store Executive Declares

An Interview with

**Herbert L. Redman**

Vice-President, Saks-Fifth Avenue

**"RETAIL** advertising, in comparison with national advertising, shows that a majority of retail advertisers are not stinting their use of advertising to get people to buy. Retailers have steadily demonstrated their faith in the persuasive power of advertising to influence buying. The same degree of faith cannot be credited to national advertisers."

## ***Retailers Are Trying to Speed Recovery***

This opinion is the expression of Herbert L. Redman, vice-president of Saks-Fifth Avenue, New York. He thinks there is obviously a marked difference between the way advertising is being used by manufacturers and retailers. Most national advertisers seem to be largely waiting for business to revive, whereas the retail advertiser is doing his utmost to speed the revival.

"National advertisers," Mr. Redman says, "today are doing the wrong thing in lying down. Their curtailment of advertising shows a yellow flag which I didn't know existed before. If department stores and specialty shops were to show the same attitude toward sales development and expansion as national advertisers, there would be a slump in business alongside of which the present business situation would be prosperity."

Throughout the country, he continued, the Government, States, municipalities and civic organizations are sponsoring great "help" campaigns—to help the unemployed, to help business, and to help the nation. But these campaigns lack equally aggressive support to develop "sales" consciousness. People are not going to be made to buy because they are told it is their duty. They will buy, as the record proves they will

buy, when dynamite is put into the "want" appeal and when they are strongly convinced that they are getting value for their money.

Retailers have forcefully applied both appeals. What is needed and what will help is fullest employment of advertising on the part of national advertisers, also, to stimulate buying. Advertising costs are so low, Mr. Redman says, as to offer a real bargain. He points to the "high hat" campaign which his store is conducting and which has aroused considerable interest. Popular talk has it that the store is advertising much more heavily than it did a year ago this time.

There is an increase in lineage. But this is small. It is the generous use of large illustrations and the creation of a copy angle that hits public fancy which give the impression that much more space is being used than actually is the case.

While a lot of advertising has been done by department stores. Mr. Redman feels that in too many instances returns have helped to create a desire for cheap merchandise. It was natural that price should be emphasized when economy became the watchword, but as is characteristic of Americans, price has been used to extremes.

## ***Americans Want More Than Price***

"I don't believe American people ever want to be cheap," he says. "Americans want something more than price. There is a stronger appeal through the artistic sense than there is through pushing dollar signs under a prospect's nose. All retailers can, and with justice to themselves, offer good merchandise at less than heretofore. They are finding that cheapness isn't all-satisfying."

## Advertising Groups Aid Hospital Fund

**A** GAIN under the leadership of their chairman, Stanley Resor, president of the J. Walter Thompson Company,



Kalden-Keystone  
Stanley Resor

members of the advertising and publishing professions are concentrating in an effort to raise their quota of the \$5,000,000 deficit confronting the United Hospital Fund.

The contributions are to be distributed among the fifty-five New York hospitals participating in the United Hospital Fund on the basis of free service given by them.

Thirty-eight advertising agency executives will serve with Mr. Resor. George J. Auer, New York *Herald Tribune*, heads the group of newspaper publishers. Malcolm Muir, McGraw-Hill Publishing Company, is chairman of the business-paper group while the group of magazine publishers is headed by Stanley Latshaw, Butterick Publishing Company. K. H. Fulton is chairman of the outdoor advertising group and Cornelius Kelly, Kelly-Smith Company, is chairman of the publishers' representatives group.

## To Move Station KGY to Olympia

The Olympia Broadcasting System, Inc., is a new radio broadcasting organization formed at Olympia, Wash., by Archie Taft, owner of radio station KOL, Seattle. He has acquired radio station KGY, which has been located at Lacey, Wash., and has secured permission to move it to Olympia, where broadcasting will begin early in the new year.

## V. E. Marx Advanced by "Bakers' Helper"

Victor E. Marx, formerly associate editor of the *Bakers' Helper*, Chicago, has been made staff chief and editor of that publication.

## Mike Paskievietch—Salesman

THE LAVENSON BUREAU  
PHILADELPHIA

Editor of PRINTERS' INK:

Some time within the last year I remember reading an article in *PRINTERS' INK WEEKLY* about a coal dealer who used all of his employees, particularly his truck drivers, as salesmen.

I can't seem to find the issue in which this appeared. Could you help me out?

ROLLAND V. TOOKE.

**T**HE article referred to is "Our Truck Drivers and Common Laborers Are Now Selling for Us" (*PRINTERS' INK*, September 3, 1931). The Comfort Coal-Lumber Company, Inc., in the fall of 1929 asked every office employee to create one sale a day. Details of how this plan was put into effect and its results were first described in *PRINTERS' INK* for October 30, 1930. The plan was so successful that shortly thereafter truck drivers, checkers and laborers were included in the sales drive.

The practice of making salesmen of employees has proved successful with many organizations, especially banks, public utilities and railroads. Among those successfully using the plan are the New York Telephone Company, the New York Edison Company, the Williams Oil-O-Matic Heating Corporation, Remington-Rand, Illinois Bell Telephone Company, Associated Oil Company and the Western Power, Light & Telephone Company, all of which have related their experiences in these columns. A reference list of these articles may be had on request.—[Ed. *PRINTERS' INK*.

## Fifteen Dollars Is Trade-Mark Registration Fee

HENRY HOBART BENJAMIN  
ATTORNEY AT LAW  
WASHINGTON, D. C.

Editor of *PRINTERS' INK*:

On page 80, of your issue of December 10, 1931, I note that it says \$10 should accompany each application for a registration of a trade-mark.

The registration fee for trade-marks was increased from \$10 to \$15 on June 1, 1930.

H. H. BENJAMIN.

# How Many Salesmen Are Willing to Dig Holes?

A True Story with a Moral

By W. C. Mattox

A YOUNG man walked into the office of the sales manager of a Boston concern one day last May. He was quite an ordinary looking chap, with just a bit more sparkle to his eye and a bit more snap to his step than the usual run of job seekers. He was after a job, but not in the ordinary sense. This youngster had an idea.

"I've been out of work for six months," he explained, "and I've had plenty of time to think. It seemed to me there must be jobs for people who could work out the right ideas for selling. I mean for people who could go just a little farther in offering a service to buyers.

"So I began to look around for some product that would not especially appeal to the usual salesman out of a job. I wanted something the other fellow wouldn't think of. And I wanted something that I could sell, not only because of any sales ability I might have, but also because I could offer a service nobody else could or would offer. Well, I found what I was looking for and it led me here."

The sales manager was interested. Here, at least, was a departure from the usual approach of a job hunter.

## ***You Make Them I Can Sell Them***

"Just what is the product you have in mind?" he asked.

"Garbage cans."

"Garbage cans?"

"Yes, garbage cans. You make garbage cans. I can sell them—lots of them—from house to house. I'll buy the cans from you and pay spot cash, provided you are willing to sell them to me at the price your distributors pay. How about it?"

"But will you sell at the resale price our distributors ask?"

"Absolutely! I'll not cut prices,

but I shall add something for service."

"What kind of service?"

"Personal service. You see I'm talking about garbage cans that are buried in the backyard, with the lid on the level of the ground. To open the lid one merely steps on a lever. The can is emptied by the garbage collector and returned to the hole. You make that kind, don't you?"

"Yes—anybody can buy them at almost any hardware store."

## ***Not Finding Fault with Merchandising Plan***

"Exactly! But how many are sold through hardware stores? I saw some of your cans in the Blank Hardware Store today, priced at \$10. The proprietor told me he had eight in stock—had sold four in two years. The point is that people don't buy them from hardware stores."

"I don't follow you," said the sales manager. "Are you finding fault with our method of merchandising?"

"Not at all. The hardware store is the proper channel through which to sell garbage cans, all right, but the hardware man doesn't sell garbage cans. He merely puts 'em in stock and waits for someone to come in and leave an order. My contention is that that is no way to sell garbage cans."

"Young man, you interest me. Just how should garbage cans be sold?"

The caller was serious, so serious that he appeared just a little nervous. But he stuck to his guns.

"Now, listen," he said. "I have no doubt about your merchandising system being sound and I have no criticism to make of it."

"Hardware dealers don't sell more garbage cans because the average householder doesn't know how to dig a hole to put the can

## **++ Peoria Plus Signs ++**

**All Peoria major industries in operation.**

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**Muirson Label Co. opens \$300,000 factory.**

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**\$2,000,000 Illinois river bridge nears completion.**

• • •

**\$220,000 Community Fund Budget oversubscribed.**

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**All banks, both state and national, intact and open.**

• • •

**Peoria Journal - Transcript leads in National Advertising.**



CHAS. H. EDDY CO., National Repr. Chicago, New York, Boston  
Member: Major Market Newspapers, Inc.

in, or doesn't want to go to so much trouble. If I offer to dig the hole (and charge for it), I can sell the cans. I've been looking around and there are hundreds of places right in my community that are equipped with old-fashioned garbage cans—unsightly, unsanitary and smelly. Now the owners of those homes will admit a buried can would be better—look better, last longer and be a darn sight more sanitary. But the average man doesn't want to dig a hole. So he lets his old can do and never goes near a hardware store.

#### ***Where Can You Find a Hole Digger?***

"Of course, he could buy a can and have someone else dig a hole. But I've asked a dozen men where they would go to find a hole digger, and only one of them had an answer. He had a man working around his place.

"I'll offer to bury the can for a dollar, sell the can at the established price and I think I can sell some garbage cans."

"But what will our dealers say?"

"I've thought of that, too. What can they say if I don't cut prices? They can compete if they want to send somebody out to dig the holes."

The upshot of this conversation was that the caller bought two garbage cans and paid spot cash for them. He carried them out to an ancient Ford and rattled away. Four hours later he appeared again in the sales manager's office and called for five garbage cans, for which he paid cash. Within two weeks he was buying garbage cans in dozen lots, always putting the money down on the counter.

His methods were simple, but effective. He carried with him on every call a nicely painted lid of a can and went to the back door. There he paused long enough to size up the situation. If a buried can already was installed, he passed on to the next house, but if, as he often found, one of the old-fashioned cans was in use, he selected a convenient spot and took the time to place the lid where it would probably be placed if a can were

ordered. Then he rang the door bell.

His sales talk went something along this line:

"Madam, let me put a garbage can right there where you see that lid. It will be buried with the lever where you can step on it without soiling your hands and without stepping more than a foot away from your back step. I'll do the whole job, dig the hole, place the can in it and smooth up the place, so that it will be attractive and not do any harm to your lawn. The price is \$11 for a complete job."

Having sold a can and collected, he offered to present to each customer an egg beater, worth one dollar, if she gave him the name of a friend who would be in the market for a new garbage can. The egg beaters cost him 50 cents, but the offer resulted in his having many pleased customers working hard to help him sell garbage cans.

One day the phone rang on the desk of the sales manager, and an indignant hardware dealer demanded to know why the company was selling direct to the trade instead of through the usual hardware channels. When the sales manager managed to get his irate dealer to admit that in the course of two years he had sold only one or two garbage cans, the dealer took a somewhat different view.

#### ***\$1,100 in the Bank During the Summer***

Meanwhile, the young salesman is growing affluent. In the latter part of August he showed his friend, the sales manager, his pass book, which proved that he had deposited \$1,100 in the bank during the summer months and, in addition, had met his living expenses out of his earnings.

If there is a moral to this true story for people interested in selling, perhaps it is this:

How many salesmen today are willing to dig the holes as well as to sell?

How many have the courage to charge for the holes as well as for the can and thus put their business on a sound basis of profit?



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# Happy New Year— 1932 Style



**F**OR some years it has been the practice of the big savings banks to use Christmas and New Year's greetings in their outdoor advertising. This year the subject was much debated—weren't conditions so bad that the greeting would be only a hollow empty gesture—sure to provoke from many people an expressive, if not a ladylike, ejaculation.

But if the situation didn't call for the customary greetings it certainly warranted some expression of encouragement. So with this in mind the East River Savings Bank, New York, prepared posters that smiled forth a hopeful, cheerful note of optimism—not a simpering Pollyanna smile—but a wistful, hopeful forecast of better days to come during 1932.



## Santa Holds the Bag

**I**N a year when the competition for the charity dollar is probably keener than ever before, established charity organizations are finding themselves forced to new ingenuities in order to meet their budgets. The trustees of the Leake and Watts Orphan Home, New York, are using Santa Claus to make their appeal. Accompanying a letter, signed by the president, is a mailing piece showing Santa Claus holding a cloth sack about the size of a Bull Durham sack. The caption reads, "Poor Santa Claus is left holding the bag this Christmas. Will you help fill it for the children of Leake and Watts?" Below is a contribution blank suggesting that the giver tuck the blank and his contribution into Santa's bag.



## St. Paul and the C. C. A.

ST. PAUL might be termed the first publisher of a controlled medium, according to Joseph Vessey, of Kenyon & Eckhardt, Inc., who addressed the monthly meeting of the Technical Publicity Association, held at New York last week, on the subject of "Controlled Circulation."

"Early in the dawn of the Christian era," said Mr. Vessey. "St. Paul wrote his first epistle to the Corinthians. His audience was the people of Corinth and, lacking suitable postal service, he hooked up with a chain of prophets to deliver his message for him. His field was restricted, but his method of distribution was sound. The echoes of St. Paul's editorial text resound even today, and reprints are available, free of charge, by writing the Gideon Society."

There are at present, stated Mr. Vessey, some 2,000 publications in the business-paper field and about 225 publications which may rightly be called controlled publications.

"In the final analysis," he said, "there are two basically different methods of business-paper publishing. On the one hand stands the 'paid' paper, with its clientele of readers which, supposedly, has proved its collective interest by the purchase of subscriptions. On the other hand we find the free, or so-called 'controlled,' paper which presumably, is sent to a definite market representing buying power. Logically it may be assumed that, the publisher's own money being at stake, the copies would be correctly distributed."

### **A. B. C. Work Is Praised**

Mr. Vessey explained that he had used the qualifying words "supposedly" and "presumably" with the idea in mind that both these classes of publications have had and will have abuses. He then went on to point out some of the flagrant violations of ethics which are found in both classifications and outlined the work of the Audit Bureau of Circulations in elimi-

nating these evils from the paid circulation field. He next outlined the plans and the organization set-up of the Controlled Circulation Audit, pointing out that the C. C. A. proposes to do exactly the same thing in the free or controlled field as the A. B. C. does in the paid.

In citing examples of controlled publications the speaker revealed that W. L. Smith, of Pittsburgh, published the first issue of *Oral Hygiene* in 1911.

### **Forty-one Advertisers Took a Chance**

"Forty-one advertisers took a chance and bought space," he said. "Records do not show whether they received any response or not, but *Oral Hygiene* grew to a point where 179 advertisers seemed to feel that the space had value."

Nine years later, the same publisher launched *Good Hardware*, and in this case twenty-five advertisers braved the storm. *Progressive Grocer* saw the light of day in 1922 with fifty advertisers. Lansing Chapman started *Medical Economics* in 1923, his first issue carrying only fifteen advertisers. In the meantime, *Drug Topics*, under the guidance of Aglar Cook, had been making strides in the controlled field.

In answering the question, regarding controlled publications, as to whether anything which is received free can be of interest and value to the recipient, Mr. Vessey claimed that getting something for nothing is an American obsession.

"If there is an apparent or inherent value to anything," he said, "there is a chance that it will be gratefully received by the average man. How much use he will make of the gratuity only time will tell."

Mr. Vessey pointed out that the Association of National Advertisers, the National Industrial Advertisers' Association and the American Association of Advertising Agencies, as well as the A. B. C. and the C. C. A. are all striving toward a common goal—truth in advertising.

# Now an Even Greater Newspaper in Los Angeles

On December 10, 1931, The Los Angeles Evening Herald and The Los Angeles Evening Express were combined into one great newspaper.

In addition to the Associated Press, the International News Service, the United Press, and the Pacific Coast News Service, all of the best features of both papers were retained, offering Los Angeles readers the greatest and most complete daily newspaper ever printed in the West.

Before the consolidation, The Evening Herald had a circulation of 225,000 copies daily and The Evening Express a circulation of over 140,000 copies daily, and although it is too early to tell what the net paid figures will be for The Evening Herald and Express, there is no question but that it will blanket completely the Los Angeles evening field.

Advertisers are now offered a more powerful and more effective advertising medium than has ever existed before in this market.

Elimination of Duplication  
Economy in Advertising Rate.

LOS ANGELES EVENING  
**HERALD**  **Express**  
PUBLISHED DAILY EXCEPT SUNDAYS

NATIONAL REPRESENTATIVES:  
**PAUL BLOCK AND ASSOCIATES**

**NEW YORK**  
247 Park Ave.  
**DETROIT**  
General Motors Bldg.

**CHICAGO**  
Palmolive Bldg.  
**BOSTON**  
Little Bldg.

**PHILADELPHIA**  
1420 Walnut St.  
**SAN FRANCISCO**  
839 Russ Bldg.

# FARM PAPER SUMMARY FOR NOVEMBER

## COMMERCIAL ADVERTISING LINAGE

(Exclusive of house, livestock, baby  
chick and classified advertising)

### MONTHLIES

	1931 Lines	1930 Lines
Country Gentleman ...	28,027	45,689
California Citigraph ..	19,274	19,486
Capper's Farmer .....	14,486	18,577
Successful Farming ...	14,314	19,953
Florida Grower .....	12,568	14,177
Country Home .....	10,644	11,345
Farm Journal .....	9,739	11,762
Poultry Tribune .....	7,992	11,888
Southern Agriculturist.	6,971	14,065
Rhode Island Red Jour.	6,710	6,111
Breeder's Gazette .....	6,489	13,973
Amer. Poultry Journal.	6,248	10,092
American Farming ....	4,713	3,902
Amer. Fruit Grower ..	3,759	5,064
Inland Poultry Journal.	2,901	2,556
New England Dairyman ..	2,890	4,045
Nat'l Live Stock Producer	2,881	3,642
Better Fruit .....	2,464	3,831
The Bureau Farmer ...	2,323	3,212
Iowa Farmer & Corn		
Belt Farmer .....	1,870	5,475
Farm Mechanics .....	1,674	3,103
Farmers' Home Journal	1,504	2,138
Totals .....	170,441	234,086

### SEMI-MONTHLIES

Okla. Farmer-Stockman	12,989	20,665
Progressive Farmer & Southern Ruralist		
Carolina-Va. Edition	10,351	24,480
Kentucky-Tennessee Edition .....	10,019	24,786
Georgia-Ala. Edition	9,966	25,661
Miss. Valley Edition	9,756	24,985
Texas Edition .....	9,116	24,571
Missouri Ruralist ....	9,284	13,909
Hoard's Dairyman ....	8,703	21,842
Montana Farmer .....	8,302	16,038
Southern Planter .....	8,277	8,488
Indiana Farmer's Guide	7,724	*17,248
Arizona Producer .....	6,978	12,785
Utah Farmer .....	6,444	10,468
Western Farm Life ...	6,318	12,719
Arkansas Farmer .....	5,176	5,622
Missouri Farmer .....	4,595	4,738
Southern Cultivator ...	1,150	1,941
Totals .....	135,148	270,946

\*Five Issues.

## BI-WEEKLIES (Two Issues)

	1931 Lines	1930 Lines
Wallaces' Farmer and Iowa Homestead ....	18,972	*37,306
The Farmer & Farm, Stock & Home .....		*†36,525
Minnesota Edition ..	17,809	
Dakotas-Mont. Edition	16,202	
Prairie Farmer .....		*†32,241
Illinois Edition .....	16,169	
Indiana Edition .....	14,068	
Wisconsin Agriculturist & Farmer .....	13,531	*28,590
Dakota Farmer .....	11,512	24,630
Totals .....	108,263	159,292

†One Edition. \*Five Issues.

## WEEKLIES (Four Issues)

	1931 Lines	1930 Lines
Pacific Rural Press ...	21,197	†28,091
Nebraska Farmer .....	19,375	†30,855
California Cultivator ..	17,170	†30,305
Pennsylvania Farmer ..	15,623	†30,826
Ohio Farmer .....	14,280	†28,122
New Eng. Homestead..	14,006	†20,921
Oregon Farmer .....	12,476	18,420
Washington Farmer ...	12,408	19,348
Idaho Farmer .....	11,435	17,725
Farm & Ranch .....	10,331	†24,836
Kansas Farmer, Mail & Breeze .....	10,166	†26,310
American Agriculturist	10,091	†23,849
Rural New Yorker ....	10,057	†22,389
Michigan Farmer .....	9,748	†22,665
Dairymen's League News	6,128	5,594
Totals .....	194,491	350,256

†Five Issues.

## FARM NEWSPAPERS (Four Issues)

	1931 Lines	1930 Lines
Kansas City Weekly Star .....	18,117	23,068
Dallas Semi-Weekly Farm News .....		†7,738
Tuesday Edition ....	4,549	
Friday Edition .....	3,809	
Totals .....	26,475	30,806

†One Edition.

Grand Totals .....

(Figures compiled by Advertising  
Record Company)

31 1930  
Lines  
72 \*37,306  
\*36,525  
809  
202  
\*32,241  
169  
068  
531 \*28,590  
512 24,630  
263 159,292  
ues.

31 1930  
Lines  
197 †28,091  
375 †30,855  
170 †30,305  
623 †30,826  
280 †28,122  
006 †20,921  
476 18,420  
408 19,348  
435 17,725  
331 †24,836  
166 †26,310  
091 †23,849  
057 †22,389  
748 †22,665  
128 5,594  
491 350,256

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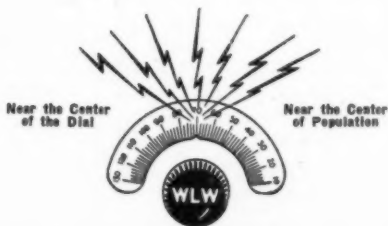


# For Double "Listener Interest" ..use WLW

Radio listeners throughout the Middle West turn exclusively to WLW for complete radio entertainment. Serious-minded advertisers turn to WLW to carry their advertising message to this rich industrial and farm market. They know that WLW permeates this territory to the very core. Extensive research and phenomenal results support this statement. The whole WLW story in facts, figures and illustrations is yours in our free, 48-page brochure. Send for it.



You've probably heard the rich, mellow, appealing voice of "Ramona" over WLW. As a "blues" singer she is unexcelled. This lovely lady is typical of the splendid feminine talent at WLW



**THE CROSLEY RADIO CORPORATION**  
Powel Crosley, Jr., President **CINCINNATI**

# Are You This Man?

One of the outstanding manufacturers in the paper packaging industry is looking for an unusually capable man to add to their staff.

This man will have had sufficient experience in package analysis, styling and designing modern folding boxes and display containers to know the trends. Yet he will be young enough to have real ideas that can be turned to profitable use.

Ideal conditions prevail in our Cincinnati plant, where association may be had with young, aggressive executives who have faith, vision, experience and money and are building soundly for the future.

If you feel you're the man to measure up to this job tell me why. A personal conference may be arranged later.

**W. F. DEVENEAU**  
3006 Springer Avenue  
Cincinnati, Ohio

## When the Customer Gets Mad

DUPLEX ENVELOPE COMPANY, INC.  
RICHMOND, VA.

*Editor of PRINTERS' INK:*

We are preparing a series of studies for our correspondence department. One of the subjects is to be "Seeing the other fellow's side when writing sales letters or answering complaints."

Could you give us a list of the articles that have appeared in *PRINTERS' INK* on the subject of courtesy and tact in correspondence? We have a complete file of *PRINTERS' INK* for the last four years, but do not have it indexed.

E. F. DORSET,  
Director of Service.

**A**MONG other things the answer to a complaint must strive for one objective—*hold the customer*. Too few organizations realize that a complaint is an asset rather than a liability. It affords a chance to build good-will where ill-will has gained a foothold. An old customer is worth a dozen prospects.

One executive puts complaints into four groups—honest, half-cocked, congenital cussedness and poor pay. However, each one should be handled as an honest complaint.

Here are some general rules to follow when handling complaints:

1. Put yourself in the complainant's place. Understand what he expects.
2. Treat a letter of complaint as an opportunity for adjustment.
3. Be sincere. Make known your decision in as friendly a way as possible.
4. Thank the writer for calling your attention to his trouble.
5. Write promptly. Any letter of complaint deserves an immediate acknowledgment even though the adjustment cannot be made right away.
6. Be courteous. Don't answer in a huff.
7. Use tact.
8. Be wary of such words as "your claim" and "complaint." For the most part they tend further to arouse the wrath of the complainant. Other expressions can be substituted to better advantage.
9. Be careful of over-explana-

tion. Don't be over-courteous.

10. In writing a letter of adjustment the following outline may prove helpful:

(a) Make a brief résumé of the facts in the case as you see them.

(b) Tell the writer what is being done, has been done, or will be done immediately to satisfy him.

(c) Two paragraphs of conciliation.

(d) Make a bid for the continuation of his valued business.

Various phases of handling complaints have been thrashed out in past issues of the **PRINTERS' INK** Publications. A reference list of these articles was sent to Mr. Dorset and is available to anyone who wishes to brush up on the subject.—[Ed. **PRINTERS' INK**.

### Insecticide Group Accepts Trade Rules

The insecticide and disinfectant industry, which held a trade practice conference in Indianapolis, in November, 1926, has accepted the rules of that conference following a number of changes suggested by the Federal Trade Commission.

The commission divided a former resolution concerning an existing business practice into two parts. The commission approved the rule in one part and accepted as an expression of the trade, the rule in the other part.

The Group I rule refers to giving money or anything of value to agents of customers or of competitors' customers without the knowledge of their employers, as an inducement to influence their employers to purchase products from the maker of such gift, or to influence such employers to refrain from dealing with competitors.

The Group II rule refers to the matter of observance by the industry of the Group I rule.

### Appoints Milwaukee Agency

The Massey-Harris Company, Racine, Wis., manufacturer of farming equipment, has appointed The Cramer-Kraselt Company, Milwaukee advertising agency, to direct its advertising account.

### Appoints F. S. Roberts

The Chicago Suburban Quality Group has appointed Frank S. Roberts, publishers' representative, Detroit, as its advertising representative in that territory.

### Will Represent Food Paper

Auto Truck Food Distributor, Chicago, has appointed the C. A. Transom Company, San Francisco, its advertising representative covering the Pacific Coast territory.

## THE 1931-32 GOLF MARKET SURVEY

is now ready for advertisers and agencies who want to know this field.

Write

# Golfdom

The Business Journal of Golf

205 W. Wacker Drive . . . Chicago  
Albro Gaylor, 20 Vesey St., New York City  
D. H. Early, 100 N. La Salle St., Chicago  
Hal Cole, 846 Broadway, Los Angeles, Calif.

Golfdom reaches 20,000  
country club buyers every  
month.

# work

We get fun out of work. Honestly we do. That's why we still tingle when your order comes through. That's why our lights are still burning long after the night watchman starts his ghostly rounds.

**LOUISA. LEPIS, INC.**

*Fine Typography*



228 E. 45th St., New York

Vanderbilt 3-8874

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.  
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHland 4-6500. President, J. I. ROMER; Vice-President, ROY DICKINSON; Vice-President, DOUGLAS TAYLOR; Secretary, R. W. LAWRENCE; Treasurer, DAVID MARCUS.

Chicago Office: 6 North Michigan Avenue, Gove Compton, Manager.

Atlanta Office: 87 Walton Street, Geo. M. KOHN, Manager.

St. Louis Office: 915 Olive Street, A. D. MCKINNEY, Manager.

Pacific Coast: M. C. MOGENSEN, Manager, San Francisco, Los Angeles, Seattle, Portland.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Canada \$4 plus duty \$2.60 a year. Foreign \$5 a year.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

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ROY DICKINSON, Associate Editor  
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H. W. Marks	Eldridge Peterson
Allen Dow	Don Masson

Chicago: Philip H. Erbes, Jr.

London: Thomas Russell

NEW YORK, DECEMBER 17, 1931

## Fast on Their Feet

Carry hand-to-mouth buying from good times into bad times, multiply it by about ten, and you have the condition that faces many manufacturers.

They know stores are understocked. They have tried all the arts of salesmanship and persuasion and yet during this theoretically glad Christmas selling season (all Christmas selling seasons are supposed to be glad) any number of retailers haven't got all the goods people are actually trying to buy from them.

But instead of crying over the milk already spilled, a few progressive advertisers are fighting to capitalize on what is left. In a recent issue of a business paper going to the men's clothing trade four organizations featured their ability to fill last minute orders from dealers who find they can sell more goods than they thought they could.

They are going to pick up quite

a few good American dollars (par value 100 cents each) unless we miss our guess. They will also force many extra units of the same stable currency into the hands of the dealers—to say nothing of the good-will they create, and from which they are going to realize dividends a little later.

They are quick on their feet, and this is the way advertisers have to be these days if they are going to get anywhere.

## Business Gets Set

In all his careful scanning of the trends in carloadings, commodity prices and other basic business indices—with his weather eye open for hopeful signs—the economist is likely to overlook one of the most important current developments.

We refer to the fairly widespread effort of advertisers to find out what is wrong about their methods and then correct it.

In the automotive field, for instance, there has been a definite effort to clean up unfortunate jobber-manufacturer relations. Several food manufacturers have clarified their positions on free deals, allowances, and prices to chains. Plenty of weak spots are still to be found, but they are much less prevalent than even a year ago.

All of which is going to give business a heavier foot for stepping on the gas when the stretch of open road is finally reached.

## No Friends?

A clinic held at Columbia University in New York last week put the Federal Trade Commission on the table for a thorough examination. The patient was found to be suffering from a complications of ills.

Diagnostician Abram F. Myers, former member of the Commission: "The Commission is a colossal failure."

Myron W. Watkins, professor of economics at New York University: "The Commission is the prey of Philistines and the butt of justice."

Bethuel M. Webster, Jr., former



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special assistant to the United States Attorney General: "Each of the five members is entirely unqualified and unequipped to deal with the important questions that come before them."

Such burning criticisms, of course, shouldn't have an ear unless the criticizers have some constructive remedies to offer. These had and did. Recommendations ran from "reorganizing" the Commission and "revitalizing the members of the Commission itself" to the proposal that four subordinate bureaus be established.

However, bureau added upon bureau seems a weak solution to the evils of bureaucracy. Most significant to us is the apparent absence of any speaker holding a brief for the Commission or the Commissioners.

Have they no friends?

### **Stingy Selling**

Whether held there by cause or effect, business today is suffering from a depression in salesmanship. The severity of it was ably summed up last week by Gilbert T. Hodges, president of the Advertising Federation of America, in an address at Ithaca, N. Y.

Hoarding as an evil is chanted so much that it has become almost a litany. Banks are hoarding their credit. Consumers are hoarding their buying power. And worst of all, Mr. Hodges correctly says, producers are hoarding their salesmanship.

All agree that only renewed buying can pull business out of the bog and that salesmanship, added to advertising, is the power that induces it.

Is this power to remain dormant while waiting for business to come back? Are only a few to realize, as Mr. Hodges suggests, that vigorous and courageous merchandising is even more important in bad times than in good?

It is fortunate that retailers as a class are not hoarding their business-building efforts as are many national advertisers. Those who complain the most bitterly about

lack of sales volume are usually the most miserly in applying the force that produces it.

### **Cashing In on Misery**

We all must dig deeply into our pockets this winter for unemployment relief.

It is the duty of every individual and every organization to help local relief committees raise funds. There are many commendable plans for raising money. Among these is that of a company contributing a certain percentage of sales for a given period.

But should these companies capitalize their use of this method of raising funds? It doesn't seem exactly proper for them to attempt to stimulate their sales by announcing that they will denote a certain percentage to the unemployed. It would seem to be bad policy and poor taste to ask people to buy a product in order to help feed other people. Wouldn't it be better for every one concerned if the advertiser were quietly to make his contribution without fanfare?

A number of retailers have announced publicly that they would follow the percentage of sales contribution plan on certain days. But so far only one instance of a national advertiser doing this has come to our attention. This advertiser's motives were probably of the best when he ran an advertisement appealing for sympathy for the children of the unemployed. The copy was excellent, it must have touched the hearts of many fathers and mothers, and perhaps their purse strings. But there is reason to believe that the inclusion of this sentence was not exactly cricket: "During the month of December we will give to the Unemployment Fund two per cent of all revenue that comes from the sale of ——— in this area."

In other words, buy our product first, help the unemployed second.

### **Needed: Vision**

Business seldom asks its sales managers to be dreamers. On the contrary it insists that they be matter-of-fact

individuals with their feet on the ground and their minds fixed on practicalities. Yet there probably was never a sales manager with a flair for management who didn't dream of the day when he might build up, train and direct his own ideal of a sales force.

Was there ever a better time than the present to lay the plans for creating the ideal, smooth-running, selling machine?

There has been a lot more firing than hiring of salesmen in the last two years. Emphasis has fallen more on getting the weeds out of sales organizations than on getting in new material and developing it. One of these days the recruiting and building up processes will have to begin again.

A real opportunity exists now to plan selection methods and sales training work and to figure how to make fullest use of today's veterans as a nucleus for a new and larger sales force. The sales manager who will make time now to dream a few dreams about his ideal sales organization is likely to be the man on horseback when buying power regains its courage and demand asks production to hurry.

### **Help for the Strong**

Many manufacturers are finding the number of dealers handling their lines has been cut down. That always happens in times like these.

The weak, the unfortunate, the inefficient all go to the wall, leaving fewer normal outlets. With small desire to go strongly and expensively after new and sometimes unfamiliar outlets, the modern manufacturer seeks to build up and assist the survivors among his old retailers.

The president of a clock company in presenting his new advertising campaign to retailers recently said:

"There are two ways in which a manufacturer can spend his advertising money now. He can spend it primarily to divert business from some other maker's brand to his own, or to create new business for his best dealers. Crea-

tive advertising from the retailer's viewpoint is advertising that sells a need and a knowledge of where to get service rather than a trade name."

There should be more of this sort of creative advertising. Manufacturers who change highly competitive price advertising into advertising that does a constructive job for their best retailers are profiting by their far-sightedness. They make the best retail outlets a part of their organizations and at the same time give added prestige to the store.

### **Rating Skill**

When the American Rolling Mill Company, facing the problem of reducing labor costs, decided to scrutinize its job classifications carefully and attempt to rate skill, it offered a real suggestion.

It decided that any sort of flat wage reduction was just as foolish as to stop all its advertising without discovering where were the profitable and the unprofitable mediums. How it made a detailed study of 3,000 jobs in a plant employing 7,000 men, ranked these jobs on a skill and pay basis under eight guiding principles, and as a final result increased the wages of more than 2,000 men, is a matter of industrial history.

The point about it that impressed a New York advertising agent who is applying the same scrutiny to his own organization, was the eminent fairness of a plan which resulted from a two-year study participated in by practically the whole supervisory force of the plant.

This agency executive is now in process of weighing the skill and the value to the organization of each individual who works for him. He believes the net results will probably be the elimination of some dead wood, the shifting around of personnel, and an increase in responsibility and returns to certain others.

Rating skill and value can reduce cost and increase output.

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- ☐ Am I trying to sell today's market with a 1929 approach?
- ☐ Have I figures that PROVE my advertising is being read?
- ☐ Do actual records tell me which of my media pay best?
- ☐ Is my copy sending half-sold or well-sold prospects to my dealers?

**you're satisfied with  
your Advertising Results...**

# Don't ask Yourself these 4 Questions!

**A**RE you thoroughly satisfied with the visible, tangible results of your advertising? If not—question it, test it, check it!

Never before has the finger of business been pointed so deliberately at advertising. Never before has it been so clearly commanded to "Pay your own way!"

This ultimatum is neither new nor unreasonable to agencies which have *always* had to prove, with direct results, the success or failure of their copy. Testing appeals and media, checking inquiries and sales—*before* going ahead with a campaign—has always been their method of operation, in good times or bad.

And what such agencies have learned can be of tremendous value to any advertiser **NOW!** The measure of this may be judged from the fact that, during the first 11 months of 1931, the clients of this agency spent over 17% more money than for the same 11 months of 1930!

**SCHWAB  
AND  
BEATTY, Inc.**

*The Tested-Copy Plan  
in Advertising*

**386 Fourth Avenue**

**New York**

*Member AAAA*

# Advertising Club News

## Boss Gives Way to the Public as Advertising Target

Some of the things that have come to pass in the transition of advertising from the hectic days of prosperity to the present, and the resulting soundness in perspective, in the opinion of L. A. Hirschmann, publicity director of Lord & Taylor, New York, almost justifies a depression.

Ideas that advertisers once considered as having real flavor in good times now taste pretty much of apple sauce, he told a recent meeting of the Pittsburgh Advertising Club. "We're learning that the only time that anyone can get away with bull in advertising is in a bull market," he declared. "Advertising which was formerly aimed at the boss is being aimed where it should be, at the public. When one stops to think of the millions of dollars spent in the last several decades on advertising to sell the boss instead of the merchandise, it is appalling."

The professional halo is being knocked off every advertiser from coast to coast, Mr. Hirschmann observes, and, instead, a few microscopes and field glasses are being substituted. As he puts the case: "If advertising men have turned from being pseudo-professionals to what they truly should be—hard-hitting business men, then adversity has taught another great lesson."

\* \* \*

## Cites Questionnaire as a National Habit of Boasting

"Filling out questionnaires has very nearly become a national habit of boasting," L. E. McGivena, promotion manager of the New York *Daily News*, told members of the advertising and selling course of the Advertising Club of New York last week. He cited an instance where school children had been asked what newspapers were read in their homes. These answers were later checked by calling on the parents who, imbued with the idea that they must put their best foot forward, gave surprisingly different answers.

Speaking on the function of the newspaper in helping the advertiser get distribution, Mr. McGivena stated that in a general way it might be said that it takes three years to make a market profitable. The first year, spent in getting distribution and in introductory advertising, can hardly be expected to show a profit. Even where a company, already well known, adds a new product, time must be allowed for the product to establish itself, he pointed out.

\* \* \*

## Eleventh District to Meet

The ninth annual meeting of the advertising clubs in the eleventh district of the Advertising Federation of America will be held at Pueblo, Colo., with the exact dates not yet set.

## E. L. Shaner to Address Chicago Business Paper Group

Earl L. Shaner, president of the National Conference of Business Paper Editors and editor of *Steel*, will give the second of a series of talks on "Re-designing the Business Paper to Meet Present Conditions" at the regular monthly luncheon of the Chicago Business Papers Association, to be held December 28. He will tell the inside story of the changes made in his paper to fit it more closely to the needs of the reader and the advertiser.

\* \* \*

## Tenth District to Meet at Austin

Austin, Tex., was selected as next year's convention city for the Tenth District of the Advertising Federation of America at a meeting of officers and directors held at Waco recently. The annual meeting will probably be held some time in October.

## Ink, Red, Black and "Printers' Ink"

R. M. KELLOGG COMPANY  
*Strawberry Plants*

THREE RIVERS, MICH., DEC. 7, 1931.

Editor of PRINTERS' INK:

PRINTERS' INK suits me. You certainly give a lot of ink for \$5.

If all concerns would use ink more liberally and more sincerely, depressions would be less depressing.

Ink has made our concern the largest of its kind in the world. This year we're buying \$60,000 worth of ink in order to keep out of red ink.

Speaking of red ink, it has the same effect upon me that a red flannel shirt has upon a bull—just puts more fight into me.

There's magic in printers' ink. It makes cigarettes kind to our throat and causes us to consider our Adam's apple; removes the deadly film from our teeth and kills germs in ten seconds; puts digestive fluid into chewing gum; makes big strawberries bigger, and beautiful flowers simply gorgeous.

The only place I would not advise the use of ink is on the other fellow's note.

That's a darn poor place for ink.

F. E. BEATTY,  
President and Advertising Manager.

Information received from Louis Florentino, whose change of position was recently reported, stated that he was formerly in charge of production of Lennen & Mitchell, Inc. The statement, PRINTERS' INK is now informed, should have read "Mr. Florentino was formerly assistant to Mr. Michael Mader for the last four years."

# Plugging in the Dark

"I HAD them all ready to sign and then something held up the order." seldom appears on a salesman's order pad; but his O.K. is always there.

It wasn't "something," Mr. Salesman, that left your order pad blank. More likely, it was "somebody."

That "somebody" is a dark horse so far as most salesmen are concerned. But he's very much of a personage around the organization to which the salesman is trying to sell.

He's the man whose word is law. His control extends over every department. His signature

When he doesn't know your publication or advertising service, your salesmen are plugging in the dark. They may do yeoman work in lining up their actual contacts—but have you lined up the man in the background, the man they can't get to?

He hasn't any time to waste; not even when he is searching for business-building ideas. That's why you'll find him among those present in the reading audience of the

## PRINTERS' INK PUBLICATIONS

## The Little Schoolmaster's Classroom

**D**RUG store merchandising, having apparently explored all the possibilities of such items as radios, bedroom slippers, golf clubs and, of course, the toasted sandwich, has taken a startling turn. A druggist in a Western city has actually taken to merchandising his prescription department, if the report of a representative of the Bureau of Foreign and Domestic Commerce is to be believed. He has arranged the department somewhat on the open-display principle, using glass partitions that give the customer full view of the pharmacist, immaculately garbed in white uniform, in the act of compounding prescriptions.

The Schoolmaster has often wondered just what a person did about having a prescription filled these days. Once, in an abandoned spirit of adventure, he deliberately set out to find the prescription department in a modern downtown drug store. After tripping over a number of exhibits in the home gardening department and nearly demoralizing a display of murder mysteries, he came upon a stairway leading to the basement. All other possibilities had been exhausted, so he descended. And there, well concealed behind a battery of telephone booths, it was. A little silver-plated bell was on the counter, with a sign, "Ring Bell for Service." He rang twice, but nothing appeared except a tarnished looking kitten. He didn't have time or courage to follow the thing up any further.

Should this amazing new development prove more than a localized phenomenon, the Schoolmaster looks for a salutary improvement in the death rate. Even with the life of a dear one at stake, the bewildering and exhaustive complications of securing a compounded remedy must either completely discourage or fatally delay many a prescription bearer.

\* \* \*

An interesting example of the

bad psychology engendered by depression conditions is related to the Schoolmaster by J. K. Macneill, of Brown & Wells, Inc., Boston.

"A general merchandise manager of a large Pacific Coast department store," says Mr. Macneill, "who evidently had not heard that people had stopped buying things, came East this summer with a staff of buyers and a \$250,000 merchandise budget for fall and the holidays. After a couple of weeks browsing around among his many merchandise sources he became convinced that the bottom had dropped out of everything, became panicky and wound up by spending only \$90,000. He returned home with the idea of depending on nearby sources for further merchandise.

"It seems strange to me that manufacturers and wholesalers who above all else desire advance orders should convey such a pessimistic impression to the people who buy. I believe in stating facts and we all know that the facts are not in every case pleasant but the one fact remains that in nine cases out of ten where there is intelligent management goods are selling in the same or greater volume than last year, but in smaller dollars and cents totals.

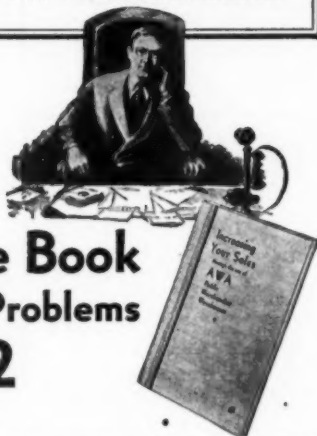
"This, it seems to me, calls for different buying and not less buying. Those who are crying to the high heavens should realize the fact and sell merchandise that is economically and intrinsically adapted to the present market and quit bewailing that people don't want 1929 goods at 1929 prices any longer."

\* \* \*

An echo of the famous Lenz-Culbertson—or should it be Culbertson-Lenz?—Battle of the Epoch is heard in the always lively Inner Sanctum advertising of Simon and Schuster. The Schoolmaster would like to present one paragraph of this publishing company's advertising to the trade as an example

## "INCREASING YOUR SALES

through the use of  
AWA Warehouses"



## Get this Free Book As You Face the Problems of 1932

THE coming twelve months, more than any period in the last decade, will test your ability as a business builder . . . will prove your skill as a business conservator. Your desire to enlarge and expand will be tempered with caution and careful calculation—as general business begins to pick up and you move ahead, slowly perhaps, but wisely.

Alert executives, in these trying times, are finding fruitful knowledge and common-sense inspiration in a booklet published by the American Warehousemen's Association—a booklet entitled: "Increasing Your Sales Through the Use of A. W. A. Merchandise Warehouses." It tells how to gain regional or national distribution for your product, at mini-

mum cost . . . how to reduce branch house overhead by using our warehouses as your own branch distributing points . . . how to place spot stocks of your merchandise in the cities where your goods can be most readily and profitably sold.

This booklet, now in its third edition, will be of real help to the sales manager, general manager or president of any manufacturing business. It will show you how to get strategic distribution for raw materials, manufactured articles and service parts of

all kinds. Economical, efficient distribution—at minimum cost! No matter what you make or market, write for a copy of the A. W. A. booklet. It's yours, without obligation, on request.



**AMERICAN WAREHOUSEMEN'S ASSOCIATION**  
1967 Adams-Franklin Bldg. Chicago, Illinois



## OH SEE THE BULGE



### AGENCIES

Preparing copy for local newspaper accounts, obtain new business, make present accounts more profitable. National acceptance tested. Write at once for sample layouts. PLUS-COPY 221-2 BURKE BLDG., ROCHESTER, N. Y.

## The Merchandising Paper in the Lumber Field

How to sell more at a bigger profit is the topic that interests all lumber and building material dealers today. The American Lumberman is 100% in step with this development. Write for sample copy and see for yourself.

**American Lumberman**

Est. 1873 CHICAGO A.B.C.

### Lost in Depression

#### Ten Per Cent Net Profit

FOUND—A sales offset that restored it in:

**"POWERS THAT MOVE MEN TO ACTION"**

Mailed Without Charge on Letter-Head Request

**ROBERT RUXTON**

10 High Street

Boston, Mass.

## BINDERS

To make the files of the Printers' Ink Publications more accessible we sell binders at cost. The Weekly holding seven to nine copies is \$1.25, postpaid, and the Monthly holding six copies \$2.00, postpaid. These binders are an attractive addition to any desk or library.

of unselfish copy of a type seldom found in any kind of advertising matter.

We believe you will have an enormous run on the sale of bridge books—much bigger than the large sale you have had all year. All of Culbertson's books sell much better. So will Winston's book on the Official System. We believe Harold Thorne's book, which Duttons is just publishing will be widely read. The two books which should have the widest sale are: 1. *Ely Culbertson Summary*. (Published by The Bridge World—\$1.00.) 2. *The 1-2-3 System* by Lenz. (Published by S. & S.—also—\$1.00.)

How many advertisers, the Schoolmaster wonders, in these competitive days, have the courage and—yes, and foresight—to push the sales of the products of three direct competitors?

\* \* \*

This "All-You-Can-Eat-for-60 Cents" idea that a number of restaurants have taken up appears to be spreading. One New York department store, as has been noted, has offered an "All-You-Can-Wear" combination.

Now several hotels have adopted a sort of an "All-You-Can-Sleep" proposition. A member of the Class who has been motoring recently in the South and Middle West says that he came across instances of this in several of the smaller cities. Under this plan the hotel offers the choice of any room in the house for \$1.50 for guests who are going to stay over Saturday and Sunday. He neglected to report whether the choice includes the bridal suite.

\* \* \*

In these times when every manufacturer is popularly supposed to be working overtime, fighting for the consumer's dollar, when price wars and price cutting are rampant, it is interesting to the Schoolmaster to hear of one distributor of what might be called merchandise, who is different.

A suburban woman, desiring to

**"GIBBONS knows CANADA"**



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learn some of the newer dance steps and having been influenced by the advertising of Arthur Murray both over the radio and in newspapers, thought long and carefully, studied her budget figures, made a decision. She could, by paring here and there, buy a course of a dozen dancing lessons for herself and her fifteen-year-old son in the city if the total cost didn't exceed \$60.

She phoned in, all excited. The person who answered saved the \$60 for the local food stores simply and effectively by stating in no uncertain terms that no prices would be quoted over the telephone. She was quite mysterious about it, suggested that the couple would have to be looked over and tested before any discussion on price could be entered into at all. Her words were definite and decisive.

If talk, "no matter what they say about you" is good advertising, the dance instructor is now getting plenty of it in a city thirty-five minutes from Broadway.

\* \* \*

Even Mother Nature nowadays must bow to the edict of color, in its role as a factor of merchandising importance. The modern apple, farmers are learning, has to be of the right complexion.

For some reason or other, nobody wants anything but red apples any more. The russets, Grimes Golden and other varieties of yellow or brownish hue don't find much favor, although the Schoolmaster can remember when some of these were highly prized. And in many cases they are the peer, or better, of the red kinds, so far as actual flavor is concerned; in fact the Grimes Golden is still the Schoolmaster's favorite.

This development was brought up by a member of the Class who recently happened in on a meeting of fruit producers in Michigan. They all joined in admitting it isn't much use trying to sell anything but red apples any more. They decided to bow to the inevitable. They are going to grow red ones exclusively after this.

\* \* \*

The Schoolmaster is the pos-

## salesman wanted who is NUTS

about selling original, human advertising ideas and who wants to enjoy life while doing it.

He will be a daring sort of fellow with the conviction that God is within him. He will probably be able to get into any place and get to his man. He will believe that advertising of the future will be simpler—more interesting and more human. He will be the type who has made money—but to whom the joy and freedom of *living while working* means much, much more.

I am an IDEA artist-writer with an original—human—simple, easy-reading style that has been ten years in the making. I have often visualized such a partner—this ad is an effort to find him. If this interests you—write me. We'll then arrange a meeting at my office. Address "M," Box 124, Printers' Ink.

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## Unusual Opening for:

A man who would rather sell a Sales Promotion and Direct Advertising service than anything else in the world.

Who has sold at least \$75,000 worth during the year.

Who has a grasp of the fundamentals of advertising and who can do more than just "crash the gate" in developing new business.

Who would like to ally himself with an energetic group of men under 40 who can offer a lifetime connection, and an attractive one, to a producer.

If you feel you are this man, write, giving full particulars of your experience. Printers Ink L-Box 123.

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essor of a guaranteed fountain pen and a guaranteed mechanical pencil. During the last year both have failed to live entirely up to the glowing promises of the manufacturer. Twice he has returned them to the retailer who sold them in the first place and in each instance has been told cheerfully that the guarantee would be made good.

In both instances the following process has been gone through in the retail store: The Schoolmaster has explained the trouble to the clerk. The clerk has checked his veracity. Then she has made out a sales slip and put both pen and pencil into a special envelope. Two weeks later your instructor has received, by messenger, the pen or pencil, practically rebuilt, wrapped in a box that could not have cost less than 1 cent. In each transaction the time consumed by the clerk has been at least ten minutes. It is, of course, impossible to figure accurately the cost of sales slip and box or of the messenger service.

Guaranteed merchandise has undoubtedly an excellent selling appeal. One is inclined to wonder, however, just how much manufacturers' guarantees on comparatively small unit merchandise are costing the retailers of the United States.

\* \* \*

The Schoolmaster has already commented on the unusual form of salutations used in correspondence by Harold J. Potter, advertising manager of the Welch Grape Juice Company.

Instead of the usual "Dear Mr." he starts off in this manner: "Some time ago, Gentlemen," or "Under separate cover, Gentlemen."

In one of his recent letters to the Schoolmaster Mr. Potter has an excellent substitute for "Very truly yours." It is pleasing and leaves a fine thought—"Welch's for breakfast!"

\* \* \*

The Schoolmaster has read many articles about good-will. He has heard it described in various ways; that most intangible and yet most valuable of all business assets. He knows that advertisers such as William Wrigley, Jr. oftentimes

send out a letter to a million retailers on the subject of good-will.

There is no doubt that retailers' good-will is one of the most valuable forms, justifying going after it by millions of letters.

Yet, how many big advertisers could ever write so sincere and friendly a letter as this one:

As I grow older it is natural for me to pause and review the things that have vitalized this business for over seventy-seven years.

In doing this, I am reminded of George Horace Lorimer's words: "It's good to have money and the things that money can buy, but, it's good, too, to check up once in a while and make sure you haven't lost the things that money can't buy."

In business, there is an element known as good-will. Our Supreme Court has given a definition of good-will. Here it is:

"Good-will is the disposition of the customer to return to the place where he has been well served."

I thought, when I read this definition, that our friends who have not seen it might like to know it too.

The disposition of the customer to return to the place where he has been well served.

To me it is a big sentence. It describes completely what every business man hopes to attain, if his ambitions are based upon a sincere elevation of his standards.

When I can, I like to look over the orders when they come in—and the happiest feeling I have is the pleasure of reading the names—hundreds of them—of old friends who "return to the place where they have been well served."

This is certainly a good-will producing letter.

\* \* \*

As an interesting sidelight on what happens to jobbers when dealers, to whom they have extended long lines of credit, become financially embarrassed was told to the Schoolmaster recently by B. M. Hiatt, sales manager, The Irwin Auger Bit Company. Mr. Hiatt recently called upon a Southern wholesaler who has found it expedient to take out term life insurance policies on the lives of several of his dealers in order to protect himself against possible losses should these dealers die. He believes that his payment of the premiums on the policies of these dealers is an almost essential investment.

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## BUSINESS OPPORTUNITIES

**SYNDICATED ADVERTISING SERVICE** for Funeral Directors For Sale. Just prepared, never marketed. 500 sets on coated stock ready to sell. Will sacrifice plates and all. Box 679, P. I.

**TRADE JOURNAL WANTED**—Small monthly on reasonable terms. All cash for especially attractive price. Box 689, Printers' Ink.

**EXECUTIVES & SALES PERSONNEL** of 190 available immediately for Manufacturer or Specialty Organization. 150 salesmen have cars. Operating Successfully past 3 years Greater New York and Jersey until Manufacturer changed policy. Only large reputable firms need answer. Write Box 692, Printers' Ink.

## PACIFIC COAST TERRITORY

Unusually successful salesman and sales director with varied experience wants major raw material, manufactured, or technical line on straight commission basis. Can finance own office display and warehouse facilities. Box 686, P. I.

## HAVE YOU REPRESENTATION IN NEW YORK?

A selling organization, staffed by men with years of successful merchandising experience and salesmen of the highest caliber, desires an exclusive account for New York City and the Metropolitan area with volume potentiality.

A manufacturer of a worthy product can secure reliable permanent representation that will produce results in a credible manner. Box 682, P. I.

## PRINTING

**Interest Available to Salesman or Executive Controlling Business**

Our company has an enviable reputation for high-class printing and ad composition. We are located in New York City and amply financed. If you are in a position to influence a sizable volume of business and if you are enthusiastic and energetic and believe the future holds big possibilities, and if your personal reputation will match ours, we will make you a proposition that will enable you to accumulate ownership in a business that has shown substantial profit year after year. Write fully, outlining your qualifications. Strictly confidential, as all our executives know of this advertisement. We have no salesmen in our organization at present. Write Box 681, P. I.

### HELP WANTED

**Typography Salesman**—for up-to-date typography plant. Must be experienced and have following. First class proposition for the right man. For interview state qualifications and connections. Box 684, Printers' Ink.

**AGGRESSIVE PRINTING-LITHO SALESMAN or ADVERTISING MAN**, with trade, wanted by old-established house to sell New York City and vicinity. Creative advertising, color work, cutouts. Salary or Commission. Write fully your experience, sales earnings for the past five years. Permanent. Box 687, P. I.

## COPYWRITER WANTED

Man capable of writing real selling copy on a variety of accounts. Send plenty of samples of your work. Also photograph. A worth while job for a man who can deliver. Ball & Davidson, Inc., Colo. Natl. Bank Bldg., Denver, Colo.

## EMPLOYMENT SERVICES

For over thirteen (13) years we have successfully served General Managers, Sales Managers, Advertising Managers, Operating Managers, Comptrollers, Treasurers and other \$5,000.00 to \$50,000.00 men. We can help you, too. This is a NATIONAL INSTITUTION, but we do not discuss our work by correspondence. We want to see the men we accept as clients before offering our services to them. **INDIVIDUAL. CONFIDENTIAL.** Jacob Penn, Inc., 535 Fifth Avenue, cor. 44th Street, New York.

## POSITIONS WANTED

**Circulation Promotion Manager** seeks connection with A. B. C. publication. Ten years' production and list-building experience on high-grade industry papers. Box 688, Printers' Ink.

**BOOKKEEPER, OR WILLING TO ASSIST**—Young woman. 5 years' advertising agency experience; knowledge general office routine; rapid, accurate typist—billing, checking, copy, etc. Box 694, P. I.

**SALESMAN**—Young man with newspaper, magazine and research experience. Good agency contacts. Would consider proposition in or outside of New York. Box 690, Printers' Ink.

## ACCOUNTANT

10 years newspaper experience and 3 years public accounting wishes position with publisher. Box 683, Printers' Ink.

**Stenographer**—Young woman. Publishers' and advertising agency experience, preferably in production division; thorough knowledge office routine; 8 years' diversified experience. Moderate salary to start. Box 693, Printers' Ink.

**AN ACCOUNTANT** with a long and successful business record, including 10 years' advertising agency experience, is now available. Can qualify as office manager, factory manager or treasurer. Moderate salary. Box 691, P. I.

**ADVERTISING SALESMAN**—Long, successful experience in general magazine and trade publication fields, open for 1932 engagement. Publisher or other seeking New York and Eastern manager and representative, here is your opportunity. Salary or commission; highest references; letters confidential. Box 685, P. I.

### SALES MANAGER

9 years—large carbonated beverage manufacturer in East. Sales manager and branch organizer. Successful record experience—executive management in sales, merchandising, advertising, making sales forecasts, employing and training men. Christian, married. Age 31. Box 680, P. I.

**ADVERTISING MANAGER**—now employed by mid-west mfr. wants job with greater responsibility and opportunity. Young, unmarried, college graduate, not afraid of hard work. Experienced in direct mail, dealer helps, correspondence, advertising production, etc. Available within 30 days. Best references. Box 678, Printers' Ink.

# Table of Contents

<b>Copy Writer Learns as He Grows</b> CHARLES P. PELHAM, Vice-President, Fuller & Smith & Ross, Inc.....	3
<b>Good-Will Has Cash Value Here</b> HOWARD COONLEY, President, Walworth Company.....	6
<b>Grape-Nuts—Corona—Gorham</b> .....	10
<b>Turning a Deficit into a Profit</b> ROY DICKINSON .....	17
<b>A Year and a Half with the Midgets</b> ARTHUR P. HIROSE, Manager, Market Analysis Dept., McGraw-Hill Radio & Electrical Publications.....	26
<b>25,000,000 Unit Sales Yearly from Mailing and Sampling</b> .....	33
<b>Proper Planning Brings Sales Control</b> WILLIAM SAMPLE, Vice-Pres. and Gen'l Sales Mgr., Ralston Purina Co....	36
<b>Are We Licked in Advance as Buying Power Decreases?</b> D. M. HUBBARD.....	41
<b>Industrial House Magazine Makes Direct Sales</b> .....	61
<b>Chesterfieldian Variety</b> .....	68
<b>And They Wonder Why Sales Are Slow</b> FREDERICK E. GYMER.....	72
<b>What Groucho Says</b> .....	73
<b>Copy Principles to Use, Not Abuse</b> FRANCIS W. DICKEY, Vice-President, First National Bank of Milwaukee...	74
<b>Arbitration Board for Advertising Planned</b> .....	80
<b>A Merchandising Plan That Cut Distributing Costs 75 Per Cent</b> JOHN W. WHITEHEAD, President, Norwalk Tire & Rubber Co.....	85
<b>Farewell to the Art Director</b> VAUGHN FLANNERY, Vice-President, Young & Rubicam, Inc.....	97
<b>We Never Ask Our Dealers to Buy!</b> MARSHALL B. CUTLER, Advertising Manager, J. P. Smith Shoe Company...	104
<b>Trade Commission Reviews Fight on Unfair Advertising</b> .....	112
<b>A Million-Dollar Campaign That May Never Break</b> J. G. CONDON.....	118
<b>National Advertisers Quitters!</b> HERBERT L. REDMAN, Vice-President, Saks-Fifth Avenue.....	122
<b>How Many Salesmen Are Willing to Dig Holes?</b> W. C. MATTOX.....	124
<b>St. Paul and the C. C. A.</b> .....	128
<b>Farm Paper Summary for November</b> .....	130
<b>Editorials</b> .....	134
Fast on Their Feet—Business Gets Set—No Friends?—Stingy Selling— Cashing in on Misery—Needed: Vision—Help for the Strong—Rating Skill.	
<b>The Little Schoolmaster's Classroom</b> .....	140

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